

AUTOINFO INC
Form 4
October 21, 2009

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
EINSELEN PETER C

(Last) (First) (Middle)

C/O AUTOINFO, INC., 6413
CONGRESS AVENUE, SUITE 260

(Street)

BOCA RATON, FL 33487

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
AUTOINFO INC [AUTO]

3. Date of Earliest Transaction
(Month/Day/Year)
01/06/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	10/12/2009		M	25,000 A \$ 0.35	325,000	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Option	\$ 0.32	01/06/2009		A	100,000	03/31/2009 ⁽³⁾	01/06/2015	Common Stock
Option	\$ 0.35	10/12/2009		M	25,000	<u>(1)</u>	10/12/2009	Common Stock
Option	\$ 0.65					<u>(1)</u>	01/12/2010	Common Stock <u>(1)</u>
Option	\$ 0.495					<u>(1)</u>	04/15/2010	Common Stock <u>(1)</u>
Option	\$ 0.55					<u>(1)</u>	07/15/2010	Common Stock <u>(1)</u>
Option	\$ 0.46					<u>(1)</u>	10/17/2010	Common Stock <u>(1)</u>
Option	\$ 0.65					<u>(1)</u>	01/26/2011	Common Stock <u>(1)</u>
Option	\$ 0.88					<u>(1)</u>	04/02/2011	Common Stock <u>(1)</u>
Option	\$ 1.48					<u>(1)</u>	07/14/2011	Common Stock <u>(1)</u>
Option	\$ 1.16					<u>(1)</u>	10/12/2011	Common Stock <u>(1)</u>
Option	\$ 1.173					<u>(1)</u>	01/10/2013	Common Stock <u>(1)</u>
Option	\$ 0.2					<u>(1)</u>	07/29/2013 ⁽¹⁾	Common Stock
Option	\$ 0.24					<u>(1)</u>	10/20/2013	Common Stock <u>(1)</u>
Option	\$ 0.84					<u>(1)</u>	01/08/2014	Common Stock <u>(1)</u>

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EINSELEN PETER C C/O AUTOINFO, INC.	X			

6413 CONGRESS AVENUE, SUITE 260
BOCA RATON, FL 33487

Signatures

Peter C.
Einselen 10/12/2009

Signature of
Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Immediately.
- (2) Not applicable.
- (3) Exercisable as follows: (i) to purchase 25,000 shares of common stock beginning on 3/31/2009; and (ii) to purchase an additional 25,000 shares of common stock beginning on each of 6/30/2009, 9/30/2009 and 12/31/2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.