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| Form 4 | | | | | | | | | |
|--|----------------------------------|---|---|------------------------------|---|---|--|--|--------------------------|
| April 09, 2015 | | | | | | | | OMB A | PPROVAL |
| FORM 4 | UNITED | STATES | | RITIES A | | | E COMMISSIO | - | 3235-0287 |
| Check this box Expires: | | | | | | | | urs per | |
| (Print or Type Respo | onses) | | | | | | | | |
| 1. Name and Addre Lyski James | ess of Reporting | Person * | Symbol | er Name an IAX INC | | Trading | 5. Relationship Issuer | of Reporting Per eck all applicabl | |
| (Last) (First) (Middle) 12800 TUCKAHOE CREEK PARKWAY | | | 3. Date of Earliest Transaction (Month/Day/Year) 04/08/2015 | | | Director 10% Owner X Officer (give title Other (specify below) below) SVP & Chief Marketing Officer | | | |
| (Street) RICHMOND, VA 23238 | | | 4. If Amendment, Date Original Filed(Month/Day/Year) | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | |
| (City) | (State) | (Zip) | Tal | ole I - Non-J | Derivative | Securities A | Acquired, Disposed | of, or Beneficia | lly Owned |
| | ransaction Date nth/Day/Year) | 2A. Deem Execution any (Month/Da | ed Date, if | 3. | 4. Securit nAcquired Disposed (Instr. 3, 4 | ies (A) or of (D) | 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 Indirect |
| Reminder: Report o | n a separate line | e for each cl | ass of sec | urities bene | Perso inforn requir | ns who re nation con ed to resp lys a curre | or indirectly. spond to the colle tained in this forn ond unless the fo ntly valid OMB co | n are not rm | SEC 1474 (9-02) |

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

| 1. Title of | 2. | 3. Transaction Date | 3A. Deemed | 4. | 5. Number of | 6. Date Exercisable and | 7. Title and Amount of | 8 |
|-------------|-------------|---------------------|--------------------|-----------|--------------|-------------------------|------------------------|---|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | Transacti | orDerivative | Expiration Date | Underlying Securities |] |
| Security | or Exercise | | any | Code | Securities | (Month/Day/Year) | (Instr. 3 and 4) | |

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| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Acquired (A or Disposed (D) (Instr. 3, 4, and 5) | | | | |
|---|------------------------------------|------------------|------------|--|------------------------|--------------------|-----------------|-------------------------------------|
| | | | Code V | 7 (A) (| D) Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Options (Right to Buy) (1) | \$ 73.76 | 04/08/2015 | А | 43,434 | (2) | 04/08/2022 | Common Stock | 43,434 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | |
|---|---------------|-----------|-------------------------------------|-------|--|--|
| | Director | 10% Owner | Officer | Other | | |
| Lyski James 12800 TUCKAHOE CREEK PARKWAY RICHMOND, VA 23238 | | | SVP & Chief Marketing Officer | | | |
| Signatures | | | | | | |

| Christine Carter, attorney-in-fact | 04/09/2015 |
|---------------------------------------|------------|
| **Signature of Reporting Person | Date |

**Signature of Reporting Person

Explanation of Responses:

If the form is filed by more than one reporting person, see Instruction 4(b)(v).

receive the cash value of the options in lieu of exercising the options.

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

The stock options were granted in tandem with stock appreciation rights (SARS). Accordingly, the exercise of one results in the surrender to the Company of the other. The SARS become exercisable only following a change in control of the Company as set forth in the (1) Company's 2002 Stock Incentive Plan, as amended and restated. Once exercisable, the SARS would entitle the Reporting Person to

The stock options become exercisable with respect to one-fourth of the underlying shares of Common Stock on each of April 8, 2016, (2)April 8, 2017, April 8, 2018 and April 8, 2019.

Remarks:

Exhibit List:

Exhibit 24.1 - Power of Attorney

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.

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