

CAMPBELL BRIAN P  
Form 4  
March 18, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
CAMPBELL BRIAN P

(Last) (First) (Middle)

C/O DICE HOLDINGS, INC., 1040 AVENUE OF THE AMERICAS, 16TH FLOOR

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
DICE HOLDINGS, INC. [DHX]

3. Date of Earliest Transaction (Month/Day/Year)  
03/14/2013

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)  
VP, Business & Legal Affairs

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 Indirect Beneficial Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	03/14/2013		M			1,099	A	\$ 0.2	62,508	D	
Common Stock	03/14/2013		S <sup>(1)</sup>			1,099	D	\$ 10.0018	61,409	D	
Common Stock	03/15/2013		M			38,138	A	\$ 0.2	99,547	D	
Common Stock	03/15/2013		S <sup>(1)</sup>			38,138	D	\$ 10.0281	61,409	D	

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Common Stock	03/15/2013	M	39,522	A	\$ 1.98	100,931	D
Common Stock	03/15/2013	S <sup>(1)</sup>	39,522	D	\$ 10.0281 <u>(3)</u>	61,409	D
Common Stock	03/15/2013	M	2,740	A	\$ 6.65	64,149	D
Common Stock	03/15/2013	S <sup>(1)</sup>	2,740	D	\$ 10.0281 <u>(3)</u>	61,409	D
Common Stock	03/18/2013	M	7,200	A	\$ 6.65	68,609	D
Common Stock	03/18/2013	S <sup>(1)</sup>	7,200	D	\$ 10.019 <u>(4)</u>	61,409	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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 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 Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 0.2	03/14/2013		M	1,099	<u>(5)</u>	08/31/2015	Common Stock	1,099
Employee Stock Option (right to buy)	\$ 0.2	03/15/2013		M	38,138	<u>(5)</u>	08/31/2015	Common Stock	38,138
Employee Stock	\$ 1.98	03/15/2013		M	39,522	<u>(5)</u>	08/31/2015	Common Stock	39,522

Option  
(right to  
buy)

Employee  
Stock

Option (right to buy)	\$ 6.65	03/15/2013	M	2,740	<u>(5)</u>	08/31/2015	Common Stock	2,740
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Employee  
Stock

Option (right to buy)	\$ 6.65	03/18/2013	M	7,200	<u>(5)</u>	08/31/2015	Common Stock	7,200
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CAMPBELL BRIAN P C/O DICE HOLDINGS, INC. 1040 AVENUE OF THE AMERICAS, 16TH FLOOR NEW YORK, NY 10018			VP, Business & Legal Affairs	

## Signatures

/s/ Brian P.  
Campbell

03/18/2013

\*\*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) These shares were sold pursuant to a Rule 10b5-1(c) sales plan dated March 15, 2012.  
The price represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged from \$10.00 to \$10.01. Upon request of the SEC staff, Dice Holdings, Inc. (the "Company") or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.
- (3) The price represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged from \$10.00 to \$10.06. Upon request of the SEC staff, the Company or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.
- (4) The price represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged from \$10.00 to \$10.04. Upon request of the SEC staff, the Company or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.
- (5) These options were all vested and exercisable as of August 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.