

PREMIER FINANCIAL BANCORP INC
 Form 4
 March 17, 2016

FORM 4

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

OMB APPROVAL

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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 *
 Kelley Scot A.

2. Issuer Name and Ticker or Trading Symbol
 PREMIER FINANCIAL BANCORP INC [PFBI]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 03/16/2016

____ Director ____ 10% Owner
 Officer (give title below) ____ Other (specify below)
 VP Credit Administration

C/O PREMIER FINANCIAL BANCORP, INC., 2883 5TH AVENUE

(Street)

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

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

HUNTINGTON, WV 25702

(City) (State) (Zip)

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)
PFBI Common Stock				(A) or (D) Price	8,370.167	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)

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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)	8. Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 14.9	03/16/2016		A	2,850	(1) 03/16/2026	PFBI Common	2,850
Employee Stock Option (Right to Buy)	\$ 14.72					(2) 03/18/2025	PFBI Common	2,850
Employee Stock Option (Right to Buy)	\$ 14.43					(3) 03/19/2024	PFBI Common	2,500
Employee Stock Option (Right to Buy)	\$ 11.39					(4) 03/20/2023	PFBI Common	2,500
Employee Stock Option (Right to Buy)	\$ 8.9					(5) 03/17/2020	PFBI Common	130
Employee Stock Option (Right to Buy)	\$ 12.92					(6) 02/20/2018	PFBI Common	1,500
Employee Stock	\$ 14.22					(7) 01/17/2017	PFBI Common	1,500

Option
(Right to
Buy)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kelley Scot A. C/O PREMIER FINANCIAL BANCORP, INC. 2883 5TH AVENUE HUNTINGTON, WV 25702			VP Credit Administration	

Signatures

/s/ Scot A.
Kelley

03/17/2016

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) Options vest in three equal annual installments beginning on 03/16/2017.
- (2) Options vest in three equal annual installments beginning on 03/18/2016.
- (3) Options vest in three equal annual installments beginning on 03/19/2015.
- (4) Options vest in three equal annual installments beginning on 03/20/2014.
- (5) Options vested over three-year period from 03/17/2010 grant date and were fully vested on 03/17/2013.
- (6) Options vested over three-year period from 02/20/2008 grant date and were fully vested on 02/20/2011.
- (7) Options vested over three year period from 01/17/2007 grant date and were fully vested on 01/17/2010.

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.