

1 800 CONTACTS INC  
 Form 4  
 September 06, 2007

**FORM 4**

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

OMB APPROVAL

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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 \*  
**HUNTER ROBERT G**

(Last) (First) (Middle)  
 66 E WADSWORTH PARK DR  
 3RD FL.  
 (Street)

DRAPER, UT 84020

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 1 800 CONTACTS INC [CTAC]

3. Date of Earliest Transaction (Month/Day/Year)  
 09/06/2007

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)  
 Chief Financial Officer

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	09/06/2007		D	3,500	D	21,171	D
Common Stock	09/06/2007		D	21,171	D	\$ 24.25	0
						(2)	

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
Stock Option (right to buy)	\$ 5.5	09/06/2007		D	30,390	<u>(3)</u> 11/17/2007	Common Stock	30,390
Stock Option (right to buy)	\$ 6.28	09/06/2007		D	6,300	<u>(5)</u> 02/16/2009	Common Stock	6,300
Stock Option (right to buy)	\$ 14	09/06/2007		D	5,400	<u>(6)</u> 02/17/2010	Common Stock	5,400
Stock Option (right to buy)	\$ 39.94	09/06/2007		D	4,000	<u>(7)</u> 02/02/2011	Common Stock	4,000
Stock Option (right to buy)	\$ 11.76	09/06/2007		D	2,400	<u>(9)</u> 01/26/2012	Common Stock	2,400
Stock Option (right to buy)	\$ 27.5	09/06/2007		D	1,778	<u>(10)</u> 02/20/2008	Common Stock	1,778
Stock Option (right to buy)	\$ 22	09/06/2007		D	1,778	<u>(11)</u> 02/13/2009	Common Stock	1,778

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

