

21ST CENTURY HOLDING CO
 Form 4
 March 12, 2009

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 *
WILCOX RICHARD W JR

(Last) (First) (Middle)

3661 WEST OAKLAND PARK
 BLVD, SUITE 300

(Street)

LAUDERDALE LAKES, FL 33311

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
21ST CENTURY HOLDING CO [TCHC]

3. Date of Earliest Transaction (Month/Day/Year)
03/10/2009

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 Indirect Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	03/10/2009		P		26,890 A \$ 1.8494	D	
Common Stock	03/10/2009		P		7,410 A \$ 1.9	D	
Common Stock	03/10/2009		P		700 A \$ 1.91	D	
Common Stock	03/10/2009		P		6,250 A \$ 1.9	I	Held by spouse
Common Stock	03/10/2009		P		3,000 A \$ 1.91	I	Held by spouse

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Common Stock	03/10/2009	P	6,250	A	\$ 1.9107	30,500	I	Held by spouse
Common Stock	03/10/2009	P	19,500	A	\$ 1.9216	50,000	I	Held by spouse
Common Stock						3,000	I	Held by Richard W. Wilcox IRA

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

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(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)	8. De	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
Options	\$ 15.79					12/05/2006 ⁽¹⁾	12/05/2011	Common Stock	10,000
Options	\$ 13.17					12/06/2008 ⁽¹⁾	12/06/2013	Common Stock	500
Options	\$ 12.58					01/30/2009 ⁽¹⁾	01/30/2014	Common Stock	4,500
Options	\$ 4.73					01/02/2010 ⁽²⁾	01/02/2019	Common Stock	15,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

WILCOX RICHARD W JR
3661 WEST OAKLAND PARK BLVD, SUITE 300 X
LAUDERDALE LAKES, FL 33311

Signatures

Richard W.
Wilcox, Jr. 03/11/2009

 Date
**Signature of Date
Reporting Person

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) The options vest 20% per year.
- (2) The options vest 33 1/3% per year.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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