

RILEY RAY A  
Form 4  
October 14, 2010

**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 \*  
RILEY RAY A

(Last) (First) (Middle)  
400 EAST ANDERSON LANE  
(Street)

AUSTIN, TX 78752

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
CITIZENS INC [CIA]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/13/2010

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)  
EVP, USA Marketing

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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Citizens, Inc. Class A Common Stock <sup>(1)</sup> | 10/13/2010                           |  | S                              | 1,000   | D \$ 7  | 251,955.3232   | D                                 |
| Citizens, Inc. Class A Common Stock <sup>(1)</sup> | 10/13/2010                           |  | S                              | 3,000   | D \$ 7.05   | 248,955.3232   | D                                 |
| Citizens, Inc. Class A Common Stock <sup>(1)</sup> | 10/13/2010                           |  | S                              | 3,000   | D \$ 7.06   | 245,955.3232   | D                                 |

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|  |            |   |       |   |            |              |   |  |  |
|--|------------|---|-------|---|------------|--------------|---|--|--|
| A<br>Common<br>Stock <u>(1)</u>                            |            |   |       |   |            |              |   |  |  |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock <u>(1)</u> | 10/13/2010 | S | 3,000 | D | \$<br>7.08 | 242,955.3232 | D |  |  |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock <u>(1)</u> | 10/13/2010 | S | 6,000 | D | \$<br>7.09 | 236,955.3232 | D |  |  |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock <u>(1)</u> | 10/14/2010 | S | 1,000 | D | \$<br>7.07 | 235,955.3232 | D |  |  |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock            |            |   |       |   |            | 124,875      | I |  | Custodian<br>for Child -<br>Lee Riley            |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock            |            |   |       |   |            | 22,823       | I |  | Joint Tenant<br>with Spouse<br>- Jenny<br>Riley  |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock            |            |   |       |   |            | 84,544       | I |  | Custodian<br>for Child -<br>Christopher<br>Riley |
| Citizens,<br>Inc. Class<br>A<br>Common<br>Stock            |            |   |       |   |            | 17,040       | I |  | Spouse   |

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

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

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| 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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Transaction (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

## Reporting Owners

| Reporting Owner Name / Address                            | Relationships |           |         |                    |
|---|---------------|-----------|---------|--------------------|
|   | Director      | 10% Owner | Officer | Other              |
| RILEY RAY A<br>400 EAST ANDERSON LANE<br>AUSTIN, TX 78752 |               |           |         | EVP, USA Marketing |

## Signatures

/s/Ray A. Riley                      10/14/2010

\_\_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) This transaction was an open market sale.

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.