

RILEY RAY A  
Form 4  
March 29, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)  
01/07/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below)  Other (specify below)

EVP, USA Marketing

(Street)  
AUSTIN, TX 78752

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

(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)
			Code	V	Amount	(A) or (D)	Price
Citizens, Inc. Class A Common Stock <sup>(1)</sup>	01/07/2011		L	V	67.0713	A	\$ 7.42
Citizens, Inc. Class A Common Stock <sup>(1)</sup>	01/28/2011		L	V	70.1266	A	\$ 7.1
Citizens, Inc. Class A Common Stock <sup>(1)</sup>	02/25/2011		L	V	67.358	A	\$ 7.39

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A  
Common  
Stock (1)

Citizens,  
Inc. Class

A 03/25/2011 S 2,122 D \$ 7.4 218,579.8085 D

Common  
Stock (2)

Citizens,  
Inc. Class

A 03/25/2011 S 700 D \$ 7.42 217,879.8085 D

Common  
Stock (2)

Citizens,  
Inc. Class

A 03/25/2011 S 878 D \$ 7.43 217,001.8085 D

Common  
Stock (2)

Citizens,  
Inc. Class

A 03/28/2011 S 400 D \$ 7.4 216,601.8085 D

Common  
Stock (2)

Citizens,  
Inc. Class

A 124,875 I Custodian  
Common for Child -  
Stock Lee Riley

Citizens,  
Inc. Class

A 22,823 I Joint Tenant  
Common with Spouse  
Stock - Jenny  
Riley

Citizens,  
Inc. Class

A 84,544 I Custodian  
Common for Child -  
Stock Christopher  
Riley

Citizens,  
Inc. Class

A 17,040 I Spouse  
Common  
Stock

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**

SEC 1474  
(9-02)

**required to respond unless the form displays a currently valid OMB control number.**

**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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

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

## Signatures

/s/Ray A. Riley                      03/29/2011  
 \*\*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) These shares were purchased through the Citizens Stock Investment Plan as part of regular monthly payroll deduction.
- (2) 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.