

Culhane Mark  
Form 4  
April 28, 2009

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
Culhane Mark

2. Issuer Name and Ticker or Trading Symbol  
DemandTec, Inc. [DMAN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
ONE CIRCLE STAR WAY, SUITE 200

3. Date of Earliest Transaction (Month/Day/Year)  
04/27/2009

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Executive Vice President & CFO

(Street)  
SAN CARLOS, CA 94070

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 Indirect Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	04/27/2009		M <sup>(1)</sup>		5,000	A	\$ 1	70,200	D	
Common Stock	04/27/2009		S <sup>(1)</sup>		5,000	D	\$ 6.829	65,200	D	
Common Stock	04/27/2009		S <sup>(3)</sup>		15,000	D	\$ 6.828	232,300	I	by Trust1 <u>(4)</u>
Common Stock								9,000	I	by Trust2 <u>(5)</u>
Common Stock								9,000	I	by Trust3 <u>(6)</u>

Edgar Filing: Culhane Mark - Form 4

Common Stock 9,000 I by Trust4 (7)

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

SEC 1474 (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 (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
Incentive Stock Option (right to buy)	\$ 1	04/27/2009		M <sup>(1)</sup>	5,000	<sup>(8)</sup> 05/20/2012	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Culhane Mark ONE CIRCLE STAR WAY SUITE 200 SAN CARLOS, CA 94070			Executive Vice President & CFO	

Signatures

By: Michael McAdam, Attorney in Fact For: Mark A. Culhane

04/27/2009

\*\*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) Automatic option exercise and same-day sale effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 29, 2008.

Average sale price of \$6.8288 consists of the following blocks: 200 shares were sold at \$6.75 per share, 400 shares were sold at \$6.77 per share, 200 shares were sold at \$6.78 per share, 600 shares were sold at 6.79 per share, 200 shares were sold at \$6.80 per share, 400 shares

(2) were sold at \$6.81 per share, 100 shares were sold at \$6.82 per share, 700 shares were sold at \$6.83 per share, 300 shares were sold at \$6.84 per share, 584 shares were sold at \$6.85 per share, 700 shares were sold at \$6.87 per share, 300 shares were sold at \$6.88 per share, 200 shares were sold at \$6.89 per share, 31 shares were sold at \$6.90 per share, and 85 shares were sold at \$6.96 per share.

(3) Sale effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 29, 2008.

(4) Shares held by Culhane Family Revocable Trust dated 12/16/99

(5) Shares held by Maxwell A. R. Culhane 1999 Irrevocable Trust

(6) Shares held by Michael D. Culhane 1999 Irrevocable Trust

(7) Shares held by Monica G. Culhane 1999 Irrevocable Trust

(8) The stock option is fully vested and exercisable.

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.