

KEYES JAMES W  
Form 4  
May 03, 2005

**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 \*  
**KEYES JAMES W**

(Last) (First) (Middle)  
2711 N. HASKELL AVE.  
  
(Street)

DALLAS, TX 75204

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**7 ELEVEN INC [SE]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/02/2005**

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)  
**President and CEO**

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			
Common Stock					114,109 <sup>(1)</sup>	D	
Common Stock					146,901 <sup>(2)</sup>	D	

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Options	\$ 16.21					01/21/2005 01/21/2014	Common Stock 170,000
Employee Stock Options	\$ 6.88					03/07/2004 03/07/2013	Common Stock 250,000
Employee Stock Options	\$ 9.12					04/24/2003 04/24/2012	Common Stock 271,000
Employee Stock Options	\$ 10.92					05/14/2002 05/14/2011	Common Stock 200,000
Employee Stock Options	\$ 19					05/23/2001 05/23/2010	Common Stock 366,000
Employee Stock Options	\$ 9.38					10/08/2000 10/08/2009	Common Stock 70,000
Employee Stock Options	\$ 9.53					10/14/1999 10/14/2008	Common Stock 70,000
Employee Stock Options	\$ 22.79					01/17/2006 01/17/2015	Common Stock 130,000
Employee Stock Options	\$ 24.43	05/02/2005		A <sup>(3)</sup>	70,000	05/02/2006 05/02/2015	Common Stock 70,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

KEYES JAMES W  
2711 N. HASKELL AVE.  
DALLAS, TX 75204

X

President and CEO

## Signatures

David T. Fenton,  
Attorney-in-fact

05/03/2005

\_\*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).

Represents the number of restricted stock units, each convertible into one share of the Issuer's Common Stock on the first day of the  
(1) month following the Reporting Person's separation from employment with the Issuer, that have been awarded to the Reporting Person under the Issuer's 1995 Stock Incentive Plan.

The listed total includes (i) 1,290 shares purchased under the Issuer's Employee Stock Purchase Plan and held in an account with Computershare Investor Services, LLC; (ii) 9,100 shares held in a brokerage account; (iii) 45,821 shares acquired upon the exercise of  
(2) stock options granted in 1995-97 under the Issuer's 1995 Stock Incentive Plan; (iv) 84,274 shares of restricted stock granted in 2002 under the Issuer's 1995 Stock Incentive Plan; and (v) 6,416 shares acquired under the Issuer's 1995 Stock Incentive Plan as part of the Reporting Person's Annual Performance Incentive for 2003.

Options were granted pursuant to the requirements of Rule 16b-3. None of the options may be exercised before May 2, 2006. The options  
(3) vest and become exercisable in annual increments over a three-year period unless accelerated in accordance with the terms of the 2005 Stock Incentive Plan and the applicable award agreement.

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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