FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* RUSH WILLIAM M RUSTY | | | | | | | | | ker or Tra | | Symbol | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title Other (specify below) | | | | | | | |
|--|----------------|---|------------|--|------------|---|---|--------|------------------------------|-------|------------------------|---|--|--|--|-----------------------------------|---|---|--|--|
| (Last) C/O RUS 555 IH 3 | SH ENTER | , | (Middle) | | | 3. Date of Earliest Transaction (Month/Day/Year) 04/22/2004 | | | | | | | | President & COO | | | | | | |
| (Street) NEW BRAUFELS TX 78130 | | | | | 4. 1 | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | | |
| (City) | (S | tate) | (Zip) | | | | | | | | | | | | | | | | | |
| | | Tab | ole I - No | n-Deri | vativ | e Se | curit | ies Ac | quired | , Dis | sposed o | of, or Be | neficia | lly Owned | l | | | | | |
| 1. Title of | Security (Inst | tr. 3) | | 2. Transaction Date (Month/Day/Year) | | ar) E | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Transa Code (8) | | 4. Securit Disposed | ies Acquire Of (D) (Inst | d (A) or r. 3, 4 and | 5) Securition Beneficion Owned I Reporte | neficially ned Following ported | | : Direct r Indirect str. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | |
| | | | | | | | | | Code | v | Amount | (A) or (D) | Price | Transac (Instr. 3 | | | | | | |
| Class A (| Common Sto | ock | | 04/22 | 2/2004 | 4 | | | M | | 10,957 | 7 A | \$4.31 | 25 12 | ,998 | | D | | | |
| Class A Common Stock Class A Common Stock Class A Common Stock | | | | 04/22 | 2/2004 | 4 | | | M | | 11,570 |) A | \$5. | 5 24 | 24,568 | | D | | | |
| Class A (| Common Sto | ock | | 04/22 | 2/2004 | 4 | | | M | | 5,000 | A | \$5.7 | 5 29 | ,568 | | D | | | |
| Class A (| Common Sto | (First) (Middle) TERPRISES INC TX 78130 (State) (Zip) Table I - Non- (Instr. 3) 2 (Instr. 3) 2 (Instr. 3) 2 (Instr. 4) 2 (Instr. 3) 2 (Instr. 4) 3 (Instr. 5) 4 (Instr. 6) 4 (Instr. 6) 4 (Instr. 7) 4 (Instr. 7) 4 (Instr. 7) 7 (Instr. 7) | | 04/22/2004 | | 4 | | | M | | 6,700 | 6,700 A | | 36 | ,268 | | D | | | |
| Class A Common Stock | | | | 04/22/2004 | | 4 | | | M | | 4,733 | 733 A | | 25 41 | ,001 | D | | | | |
| Class A (| Common Sto | ock | | 04/22 | 2/2004 | 4 | | | S | | 38,960 |) D | \$12 | 2, | 041 | | D | | | |
| Class B Common Stock | | | | 04/22/2004 | | 4 | | | M | | 10,957 | 7 A | \$4.31 | 25 12 | ,998 | | D | | | |
| Class B Common Stock | | | | | 04/22/2004 | | | | M | | 11,570 |) A | \$5. | 5 24 | ,568 | | D | | | |
| Class B Common Stock | | | | 04/22 | 04/22/2004 | | | | М | | 5,000 | A | \$5.7 | 5 29 | ,568 | | D | | | |
| Class B Common Stock | | | | 04/22/2004 | | 4 | | | М | | 6,700 | A | \$3. | 36 | ,268 | | D | | | |
| Class B Common Stock | | | 04/22/2004 | | 4 | | | М | | 4,733 | A | \$2.06 | 25 41 | ,001 | | D | | | | |
| Class B Common Stock 04 | | | | | 2/2004 | 2004 | | | S | | 38,960 |) D | \$12 | 2, | 041 | | D | | | |
| | | | Table II - | | | | | | | | osed of, | | | / Owned | | | | | | |
| 1. Title of | 2. | 3. Transaction | 3A. Deemo | ed | 4. | | - | umber | 6. Date E | xerci | sable and | 7. Title an | d Amount | 8. Price of | 9. Numbe | | 10. | 11. Nature | | |
| Derivative Security (Instr. 3) Conversion or Exercising Price of Derivative Security | | (Month/Day/Year) if any | | | | ode (Instr. I | | | | on Da | | of Securit Underlyin Derivative (Instr. 3 ar | g Security nd 4) | Derivative Security (Instr. 5) | derivative Securities Beneficial Owned Following Reported Transactie (Instr. 4) | Form: Direct (or Indir (I) (Inst | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | of Indirect Beneficial Ownership (Instr. 4) | | |
| | | | | | Code | v | (A) | (D) | Date Exercisa | ble | Expiration Date | Title | Amount or Number of Shares | 1 | | | | | | |
| Option (right to buy) | \$4.3125 | 04/22/2004 | | | M | | | 10,957 | (1) | | 03/25/2007 | Class A Common | 10,957 | \$4.3125 | 0 | | D | | | |
| Option (right to buy) | \$5.5 | 04/22/2004 | | | M | | | 11,570 | (1) | | 03/13/2008 | Class A Common | 11,570 | \$5.5 | 0 | | D | | | |
| Option (right to buy) | \$5.75 | 04/22/2004 | | | M | | | 5,000 | (1) | | 03/15/2009 | Class A Common | 5,000 | \$5.75 | 0 | | D | | | |
| Option (right to buy) | \$3.5 | 04/22/2004 | | | M | | | 6,700 | (1) | | 03/15/2010 | Class A Common | 6,700 | \$3.5 | 3,350 |) | D | | | |
| Option (right to buy) | \$2.0625 | 04/22/2004 | | | M | | | 4,733 | (1) | | 03/15/2011 | Class A Common | 4,733 | \$2.0625 | 9,467 | , | D | | | |

| 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 Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Option (right to buy) | \$4.3125 | 04/22/2004 | | M | | | 10,957 | (1) | 03/25/2007 | Class B Common | 10,957 | \$4.3125 | 0 | D | |
| Option (right to buy) | \$5.5 | 04/22/2004 | | M | | | 11,570 | (1) | 03/13/2008 | Class B Common | 11,570 | \$5.5 | 0 | D | |
| Option (right to buy) | \$5.75 | 04/22/2004 | | M | | | 5,000 | (1) | 03/15/2009 | Class B Common | 5,000 | \$5.75 | 0 | D | |
| Option (right to buy) | \$3.5 | 04/22/2004 | | M | | | 6,700 | (1) | 03/15/2010 | Class B Common | 6,700 | \$3.5 | 3,350 | D | |
| Option (right to buy) | \$2.0625 | 04/22/2004 | | M | | | 4,733 | (1) | 03/15/2011 | Class B Common | 4,733 | \$2.0625 | 9,467 | D | |

Explanation of Responses:

1. One-third of the options vest on each of the third, fourth and fifth anniversaries of the grant date, which is ten years before the expiration date.

Steven L. Keller, by power of 04/26/2004 <u>attorney</u>

** Signature of Reporting Person

Date

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

- * 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).

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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