

Non-Qualified Stock Option (right to buy)	\$ 43.30	10/29/2004		M			44,000	02/10/1999	02/09/2008	Common Stock	44,000	\$ 0	0	D	
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCHAMBERGER JOHN P 105 CORPORATE CENTER BOULEVARD GREENSBORO, NC 27408			VP/Chmn-Cross Coalition Mgmt	

Signatures

Mark R. Townsend for John P. Schamberger (pursuant to signature authority on file)		11/02/2004
<small>**Signature of Reporting Person</small>		<small>Date</small>

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) 401(k)

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.