

Lee Terry L
 Form 4
 February 26, 2010

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 *
 Lee Terry L

(Last) (First) (Middle)

C/O HEARTLAND, INC., 1501 US HWY 25E

(Street)

MIDDLESBORO, KY 40965

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
 HEARTLAND, INC. [HTLJ]

3. Date of Earliest Transaction (Month/Day/Year)
 07/31/2008

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)
 CEO & Chairman

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, \$0.001 par value	07/31/2008		A		16,667	A	\$ 0.3 3,437,202
Common Stock, \$0.001 par value	09/23/2008		A		14,286	A	\$ 0.35 3,451,488
Common Stock, \$0.001 par value	12/29/2008		A		20,833	A	\$ 0.24 3,472,321

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Common Stock, \$0.001 par value	12/29/2008	A	150,000	A	\$ 0.2	3,622,321	D
Common Stock, \$0.001 par value	12/29/2008	A	353,784	A	\$ 0.26	3,976,105	D
Common Stock, \$0.001 par value	02/23/2009	A	20,000	A	\$ 0.25	3,996,105	D
Common Stock, \$0.001 par value	03/27/2009	A	22,727	A	\$ 0.22	4,018,832	D
Common Stock, \$0.001 par value	06/26/2009	A	22,727	A	\$ 0.22	4,041,559	D
Common Stock, \$0.001 par value	09/15/2009	A	12,500	A	\$ 0.4	4,054,059	D
Common Stock, \$0.001 par value	12/23/2009	A	21,739	A	\$ 0.23	4,075,798	D
Common Stock, \$0.001 par value	12/23/2009	A	333,056	A	\$ 0.24	4,408,854	D

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

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(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 Acquired	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 Beneficially Owned (Instr. 5)
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(A) or
Disposed
of (D)
(Instr. 3,
4, and 5)

Repor
Trans
(Instr

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lee Terry L C/O HEARTLAND, INC. 1501 US HWY 25E MIDDLESBORO, KY 40965	X		CEO & Chairman	

Signatures

/s/ Terry L. Lee	02/04/2010
**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).

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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