

DemandTec, Inc.  
Form 4  
August 14, 2008

**FORM 4**

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

OMB APPROVAL

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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 \*  
Fishback Daniel R

(Last) (First) (Middle)

ONE CIRCLE STAR WAY, SUITE 200

(Street)

SAN CARLOS, CA 94070

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
08/12/2008

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)  
President & Chief Exec Officer

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	08/12/2008		M <sup>(1)</sup>		21,758	A	\$ 0.4
Common Stock	08/12/2008		S <sup>(1)</sup>		21,758	D	\$ 11
Common Stock	08/13/2008		M <sup>(1)</sup>		59,636	A	\$ 0.4
Common Stock	08/13/2008		S <sup>(1)</sup>		59,636	D	\$ 11.004
Common Stock							(2)
Common Stock					18,291	I	

by  
GRAT1

Common Stock	18,291	I	(3) by GRAT2 (4)
Common Stock	32,732	I	by Trust1 (5)
Common Stock	32,732	I	by Trust2 (6)
Common Stock	296,079	I	by Trust3 (7)

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 (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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Non-Qualified Stock Option (right to buy)	\$ 0.4	08/12/2008		M <sup>(1)</sup>	21,758	<u>(8)</u>	06/03/2011	Common Stock	21,758
Non-Qualified Stock Option (right to buy)	\$ 0.4	08/13/2008		M <sup>(1)</sup>	59,636	<u>(8)</u>	06/03/2011	Common Stock	59,636

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Fishback Daniel R ONE CIRCLE STAR WAY SUITE 200 SAN CARLOS, CA 94070	X		President & Chief Exec Officer	

## Signatures

By: Michael McAdam, Attorney in Fact For: Daniel  
Fishback

08/14/2008

\_\_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 31, 2007.  
Average sale price of \$11.004 consists of the following trades: 48,386 shares were sold at \$11.00 per share; 3,814 shares were sold at \$11.01 per share; 300 shares were sold at \$11.015 per share; 1,451 shares were sold at \$11.02 per share; and 5,685 shares were sold at \$11.03 per share.
- (3) Shares held by the Daniel Fishback Grantor Retained Annuity Trust, Daniel Fishback, Trustee
- (4) Shares held by the Lady Bess Fishback Grantor Retained Annuity Trust, Lady Bess Fishback, Trustee
- (5) Shares held by the Annie Fishback Separate Share Irrevocable Trust
- (6) Shares held by the Megan Fishback Separate Share Irrevocable Trust
- (7) Shares held by the Fishback Family Revocable Trust u/d/t March 5, 2001, Daniel R. Fishback and Lady Bess Fishback, Trustees
- (8) Option shares are currently 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.

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