

SOUTHSIDE BANCSHARES INC
 Form 4
 February 24, 2010

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 *
GIBSON LEE R

2. Issuer Name and Ticker or Trading Symbol
SOUTHSIDE BANCSHARES INC [SBSI]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)
 ___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 Executive Vice President

(Last) (First) (Middle)
SOUTHSIDE BANCSHARES INC, 1201 SOUTH BECKHAM
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
01/01/2010

TYLER, TX 75701

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 ___ Form filed by More than One Reporting Person

(City) (State) (Zip)

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) | | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--------|---|--|-----------------------------------|------------|-------|
| | | | | Code | V | Amount | | | | (A) or (D) | Price |
| Common Stock | 02/24/2010 | | M | | | 7,549 | A | \$ 4.76 | 8,139 | D | |
| Common Stock | 02/24/2010 | | M | | | 4,184 | A | \$ 4.76 | 12,323 | D | |
| Common Stock | 02/24/2010 | | S | | | 2,298 | D | \$ 20.09 | 10,025 | D | |
| Common Stock | 02/24/2010 | | S | | | 2,035 | D | \$ 20.08 | 7,990 | D | |
| Common Stock | 02/24/2010 | | S | | | 200 | D | \$ 20.02 | 7,790 | D | |

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| | | | | | | | | |
|--------------|------------|------------------|--------|---|----------|-----------|---|---------|
| Common Stock | 02/24/2010 | S | 3,200 | D | \$ 20.01 | 4,590 | D | |
| Common Stock | 02/24/2010 | S | 400 | D | \$ 20 | 4,190 | D | |
| Common Stock | 02/24/2010 | S | 100 | D | \$ 19.96 | 4,090 | D | |
| Common Stock | 02/24/2010 | S | 3,500 | D | \$ 19.95 | 590 | D | |
| Common Stock | 01/01/2010 | I ⁽¹⁾ | 658.54 | A | \$ 5.58 | 10,167.17 | I | by ESOP |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. SEC 1474 (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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Incentive Stock Option (right to buy) | \$ 4.76 | 02/24/2010 | | M | 7,549 | 08/31/2005 ⁽²⁾ 08/31/2010 | Common Stock 7 |
| Non-Qualified Stock Option (right to buy) | \$ 4.76 | 02/24/2010 | | M | 4,184 | ⁽³⁾ 08/31/2010 | Common Stock 4 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| GIBSON LEE R SOUTHSIDE BANCSHARES INC | | | Executive Vice President | |

1201 SOUTH BECKHAM
TYLER, TX 75701

Signatures

Lee R. Gibson

02/24/2010

__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).
- (1) ESOP allocation for plan year ending 12-31-2009
- (2) Vested 20% per year and became fully exercisable 08/31/2005.
- (3) Non-Qualified Incentive Stock Option became fully exercisable 08/31/2005.

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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