

STAGE STORES INC  
Form 4  
June 05, 2007

**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 \*  
DAVIDO SCOTT J

2. Issuer Name and Ticker or Trading Symbol  
STAGE STORES INC [SSI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
10201 MAIN STREET  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
06/04/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)

HOUSTON, TX 77025

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 or Price		
Common Stock	06/04/2007		M		1,876 A \$ 6.67	9,062 (1)	D
Common Stock	06/04/2007		M		9,375 A \$ 7.22	18,437	D
Common Stock	06/04/2007		M		5,625 A \$ 9.86	24,062	D
Common Stock	06/04/2007		M		2,812 A \$ 16.67	26,874	D
Common Stock	06/04/2007		M		2,812 A \$ 17.37	29,686	D
	06/04/2007		S		22,500 D	7,186	D

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Common Stock \$ 20.87

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

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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 (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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option	\$ 6.67	06/04/2007		M	1,876	08/24/2005 08/24/2011	Common Stock	1,876
Stock Option	\$ 7.22	06/04/2007		M	3,750	08/24/2003 08/24/2011	Common Stock	3,750
Stock Option	\$ 7.22	06/04/2007		M	1,875	08/24/2004 08/24/2011	Common Stock	1,875
Stock Option	\$ 7.22	06/04/2007		M	3,750	08/24/2005 08/24/2011	Common Stock	3,750
Stock Option	\$ 9.86	06/04/2007		M	2,812	05/29/2005 05/29/2013	Common Stock	2,812
Stock Option	\$ 9.86	06/04/2007		M	2,813	05/29/2007 05/29/2013	Common Stock	2,813
Stock Option	\$ 16.67	06/04/2007		M	2,812	06/03/2006 06/03/2014	Common Stock	2,812
Stock Option	\$ 17.37	06/04/2007		M	2,812	06/02/2007 06/02/2012	Common Stock	2,812

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

DAVIDO SCOTT J  
10201 MAIN STREET  
HOUSTON, TX 77025

X

## Signatures

/s/ R.E. Stasyszen, Attorney in Fact for Scott  
Davido

06/05/2007

\_\_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) Includes all non-derivative securities currently owned by the reporting person including those previously reported and 2,395 shares of the issuer's common stock received by the reporting person on January 31, 2007 as a result of the three-for-two split of the issuer's common stock payable as a stock dividend to all holders of record of the issuer's common stock at the close of business on January 18, 2007.

(2) Includes all derivative securities currently owned by the reporting person including those previously reported and options to purchase 9,375 shares of the issuer's common stock received by the reporting person on January 31, 2007 as a result of the three-for-two split of the issuer's common stock payable as a stock dividend to all holders of record of the issuer's common stock at the close of business on January 18, 2007 and the antidilution provisions of the issuer's Amended and Restated 2001 Equity Incentive Plan as approved by the issuer's shareholders on June 3, 2004.

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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