Frias Maria
Form 3
October 23, 2012

FORM 3

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

OMB APPROVAL

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INITIAL STATEMENT OF 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 *
Â Frias Maria

(Last) (First) (Middle)

SEACOAST BANKING CORPORATION OF FLORIDA,Â P. O. BOX 9012

(Street)

STUART,Â FLÂ 34995

(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
10/16/2012

3. Issuer Name **and** Ticker or Trading Symbol
SEACOAST BANKING CORP OF FLORIDA [SBCF]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer _____ Other
(give title below) (specify below)
EVP & Chief Risk Officer

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

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

Table I - Non-Derivative Securities Beneficially Owned

1.Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	9,910	D (1)	Â
Common Stock	10,185	D (2)	Â
Common Stock	5,853.7204	D (3)	Â

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

SEC 1473 (7-02)

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.

Table II - Derivative Securities Beneficially Owned (*e.g.*, puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Common Stock Right to Buy	11/17/2008	11/17/2013	Common Stock	2,600	$ 17.08	D	Â
Common Stock Right to Buy	12/21/2009	12/21/2014	Common Stock	1,500	$ 22.4	D	Â
Stock-Settled Stock Appreciation Rights	05/16/2011	05/16/2016	Common Stock	2,900	$ 26.72	D	Â
Stock-Settled Stock Appreciation Rights	04/02/2012	04/02/2017	Common Stock	6,005	$ 22.22	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Frias Maria SEACOAST BANKING CORPORATION OF FLORIDA P. O. BOX 9012 STUART,Â FLÂ 34995	Â	Â	Â EVP & Chief Risk Officer	Â

Signatures

Maria Frias	10/23/2012
**Signature of Reporting Person	Date

Explanation of Responses:

***** If the form is filed by more than one reporting person, *see* Instruction 5(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) Represents unvested shares in restricted stock award granted under Seacoast's 2008 Long-Term Incentive Plan on August 23, 2011 ("Grant Date"). These shares will vest in their entirety on August 23, 2016.

(2) Held in Seacoast Banking Corporation of Florida's Employee Stock Purchase Plan

(3) Held in Company's Retirement Savings Plan as of 9/30/2012.

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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