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The reader should not assume that the information is accurate and complete.

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

Notice of Exempt Offering of Securities

OMB APPROVAL

OMB Number: 3235-0076

Estimated average burden

hours per response: 4.00

1. Issuer's Identity

CIK (Filer ID Number)

[0001163668](#)

Name of Issuer

SOUTH PLAINS FINANCIAL INC

Jurisdiction of Incorporation/Organization

TEXAS

Year of Incorporation/Organization

Over Five Years Ago

Within Last Five Years (Specify Year)

Yet to Be Formed

Previous Names

None

Entity Type

Corporation

Limited Partnership

Limited Liability Company

General Partnership

Business Trust

Other (Specify)

2. Principal Place of Business and Contact Information

Name of Issuer

SOUTH PLAINS FINANCIAL INC

Street Address 1

5219 CITY BANK PARKWAY

Street Address 2

City

LUBBOCK

State/Province/Country

TEXAS

ZIP/PostalCode

79407-3544

Phone Number of Issuer

806-792-7101

3. Related Persons

Last Name

Griffith

First Name

Curtis

Middle Name

Street Address 1

5219 City Bank Parkway

Street Address 2

City

Lubbock

State/Province/Country

TEXAS

ZIP/PostalCode

79407-3544

Relationship: Executive Officer Director Promoter

Clarification of Response (if Necessary):

Chairman of the Board and Chief Executive Officer

Last Name

Liner

First Name

Mike

Middle Name

Street Address 1

5219 City Bank Parkway

Street Address 2

City

Lubbock

State/Province/Country

TEXAS

ZIP/PostalCode

79407-3544

Relationship: Executive Officer Director Promoter

Clarification of Response (if Necessary):

President

Last Name	First Name	Middle Name
Newsom	Cory	T.
Street Address 1	Street Address 2	
5219 City Bank Parkway		
City	State/Province/Country	ZIP/PostalCode
Lubbock	TEXAS	79407-3544
Relationship: X Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Executive Vice President and Chief Operating Officer

Last Name	First Name	Middle Name
Beseda	Larry	
Street Address 1	Street Address 2	
5219 City Bank Parkway		
City	State/Province/Country	ZIP/PostalCode
Lubbock	TEXAS	79407-3544
Relationship: Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Hollingsworth	Lonnie	
Street Address 1	Street Address 2	
5219 City Bank Parkway		
City	State/Province/Country	ZIP/PostalCode
Lubbock	TEXAS	79407-3544
Relationship: Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Neal	Bobby	G.
Street Address 1	Street Address 2	
5219 City Bank Parkway		
City	State/Province/Country	ZIP/PostalCode
Lubbock	TEXAS	79407-3544
Relationship: Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Neal	Ricky	
Street Address 1	Street Address 2	
5219 City Bank Parkway		
City	State/Province/Country	ZIP/PostalCode
Lubbock	TEXAS	79407-3544
Relationship: Executive Officer X Director Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
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Wallace Sandra
Street Address 1 **Street Address 2**
 5219 City Bank Parkway
City **State/Province/Country** **ZIP/PostalCode**
 Lubbock TEXAS 79407-3544
Relationship: X Executive Officer Director Promoter

Clarification of Response (if Necessary):

Senior Vice President, Chief Financial Officer, Secretary and Treasurer

Last Name **First Name** **Middle Name**
 Bass Kevin
Street Address 1 **Street Address 2**
 5219 City Bank Parkway
City **State/Province/Country** **ZIP/PostalCode**
 Lubbock TEXAS 79407-3544
Relationship: X Executive Officer X Director Promoter

Clarification of Response (if Necessary):

Senior Vice President

Last Name **First Name** **Middle Name**
 Crockett Steve
Street Address 1 **Street Address 2**
 5219 City Bank Parkway
City **State/Province/Country** **ZIP/PostalCode**
 Lubbock TEXAS 79407-3544
Relationship: X Executive Officer Director Promoter

Clarification of Response (if Necessary):

Vice President and Controller

Last Name **First Name** **Middle Name**
 Riley Jodie
Street Address 1 **Street Address 2**
 5219 City Bank Parkway
City **State/Province/Country** **ZIP/PostalCode**
 Lubbock TEXAS 79407-3544
Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

4. Industry Group

- | | | |
|---|------------------------|-----------------------|
| Agriculture | Health Care | Retailing |
| Banking & Financial Services | Biotechnology | Restaurants |
| Commercial Banking | Health Insurance | Technology |
| Insurance | Hospitals & Physicians | Computers |
| Investing | Pharmaceuticals | Telecommunications |
| Investment Banking | Other Health Care | Other Technology |
| Pooled Investment Fund | Manufacturing | Travel |
| Is the issuer registered as an investment company under the Investment Company Act of 1940? | Real Estate | Airlines & Airports |
| | Commercial | Lodging & Conventions |

Yes	No	Construction	Tourism & Travel Services
X Other Banking & Financial Services		REITS & Finance	Other Travel
Business Services		Residential	Other
Energy		Other Real Estate	
Coal Mining			
Electric Utilities			
Energy Conservation			
Environmental Services			
Oil & Gas			
Other Energy			

5. Issuer Size

Revenue Range	OR	Aggregate Net Asset Value Range
No Revenues		No Aggregate Net Asset Value
\$1 - \$1,000,000		\$1 - \$5,000,000
\$1,000,001 - \$5,000,000		\$5,000,001 - \$25,000,000
\$5,000,001 - \$25,000,000		\$25,000,001 - \$50,000,000
\$25,000,001 - \$100,000,000		\$50,000,001 - \$100,000,000
X Over \$100,000,000		Over \$100,000,000
Decline to Disclose		Decline to Disclose
Not Applicable		Not Applicable

6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)

Rule 504(b)(1) (not (i), (ii) or (iii))	Rule 505
Rule 504 (b)(1)(i)	X Rule 506
Rule 504 (b)(1)(ii)	Securities Act Section 4(5)
Rule 504 (b)(1)(iii)	Investment Company Act Section 3(c)
	Section 3(c)(1)
	Section 3(c)(2)
	Section 3(c)(3)
	Section 3(c)(4)
	Section 3(c)(5)
	Section 3(c)(6)
	Section 3(c)(7)
	Section 3(c)(9)
	Section 3(c)(10)
	Section 3(c)(11)
	Section 3(c)(12)
	Section 3(c)(13)
	Section 3(c)(14)

7. Type of Filing

X New Notice Date of First Sale 2011-01-07 First Sale Yet to Occur
Amendment

8. Duration of Offering

Does the Issuer intend this offering to last more than one year? Yes X No

9. Type(s) of Securities Offered (select all that apply)

Equity	Pooled Investment Fund Interests
X Debt	Tenant-in-Common Securities
Option, Warrant or Other Right to Acquire Another Security	Mineral Property Securities
Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security	Other (describe)

10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? Yes X No

Clarification of Response (if Necessary):

11. Minimum Investment

Minimum investment accepted from any outside investor \$50,000 USD

12. Sales Compensation

Recipient (Associated) Broker or Dealer X None	Recipient CRD Number X None (Associated) Broker or Dealer CRD Number X None	
Street Address 1	Street Address 2	
City	State/Province/Country	ZIP/Postal Code
State(s) of Solicitation (select all that apply) Check "All States" or check individual States	All States	Foreign/non-US

13. Offering and Sales Amounts

Total Offering Amount \$15,000,000 USD or Indefinite

Total Amount Sold \$1,450,000 USD

Total Remaining to be Sold \$13,550,000 USD or Indefinite

Clarification of Response (if Necessary):

14. Investors

Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering.

Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering: 5

15. Sales Commissions & Finder's Fees Expenses

Provide separately the amounts of sales commissions and finders fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$0 USD Estimate

Finders' Fees \$0 USD Estimate

Clarification of Response (if Necessary):

16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$0 USD Estimate

Clarification of Response (if Necessary):

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

Terms of Submission



In submitting this notice, each issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in the accordance with applicable law, the information furnished to offerees.*
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that, if the issuer is claiming a Rule 505 exemption, the issuer is not disqualified from relying on Rule 505 for one of the reasons stated in Rule 505(b)(2)(iii).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
SOUTH PLAINS FINANCIAL INC	/s/Steve Crockett	Steve Crockett	Sr Vice President	2011-01-18

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 number.

* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") [Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)] imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.
