Edgar Filing: ALASKA AIR GROUP, INC. - Form 4

ALASKA AIR (Form 4	GROUP, INC.								
February 12, 202	15								
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FORM 4	UNITED STA	TES SECURITI Washing			NG	E CO	MMISSION	OMB Number:	3235-0287
Check this bo if no longer subject to Section 16. Form 4 or Form 5 obligations may continue <i>See</i> Instructio 1(b).	STATEMEN Filed pursuant Section 17(a) of	Washington, D.C. 20549 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 Resp	onses)								
1. Name and Addre WACKER HEF	Symbol	Symbol Iss ALASKA AIR GROUP, INC.				Relationship of Reporting Person(s) to suer (Check all applicable)			
(Last)	(First) (Middle		3. Date of Earliest TransactionD					10%	Owner
19300 INTERNATIONAL BLVD 02/10/201			ne				Officer (give titleOther (specify below) VP/LEGAL, GEN CSL		
	(Street)	//Year) Ap				Individual or Joint/Group Filing(Check pplicable Line) K_ Form filed by One Reporting Person			
SEATTLE, WA	98188					Pe	_ Form filed by Mo rson	ore than One Rep	porting
(City)	(State) (Zip)	Table I - N	Non-Deriva	tive Secu	rities	Acquir	ed, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution Date, if any	Code	 4. Securities tionAcquired (A) or Disposed of (D)) (Instr. 3, 4 and 5) 			5. Amount of Securities Beneficially Owned Following	or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)
COMMON STOCK ESPP			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4) 1,670	(I) (Instr. 4) D	
(1)							1,070	D	
RESTRICTED STOCK UNIT	02/10/2015		A <u>(3)</u>	1,010	А	\$0	9,630	D	

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

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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. Transactio Code (Instr. 8)	5. Number on f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisab Expiration Date (Month/Day/Year		7. Title and Amou Underlying Secur (Instr. 3 and 4)
				Code V	(A) (D)	Date Exercisable	Expiration Date	A Title N C S
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 65.37	02/10/2015		A	2,310	02/10/2016 <u>(2)</u>	02/10/2025	COMMON STOCK

Reporting Owners

Reporting Owner Name / Address	Relationships					
FB	Director	irector 10% Owner Officer		Other		
WACKER HERMAN L 19300 INTERNATIONAL BLVD SEATTLE, WA 98188			VP/LEGAL, GEN CSL			
Signatures						
JEANNE E GAMMON, ATTORN	02/12/2015					

WACKER

**Signature of Reporting Person

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) TOTAL COMMON SHARES ACQUIRED AS OF 12/31/2014 AS A PARTICIPANT IN THE ISSUER'S 2010 EMPLOYEE STOCK PURCHASE PLAN.
- (2) OPTIONS GRANTED VEST IN 25% INCREMENTS OVER FOUR YEARS (02/10/2016, 02/10/2017, 02/10/2018 AND 02/10/2019).
- (3) STOCK UNITS AWARDED UNDER THE ALASKA AIR GROUP, INC. 2008 PERFORMANCE INCENTIVE PLAN ON 2/10/2015 WILL CLIFF VEST ON 2/10/2018. UNITS ARE NO LONGER SUBJECT TO FORFEITURE.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Date