

ALASKA AIR GROUP, INC.
Form 4
December 09, 2016

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 *
MINICUCCI BENITO

2. Issuer Name and Ticker or Trading Symbol
ALASKA AIR GROUP, INC.
[ALK]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
19300 INTERNATIONAL BLVD
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
12/07/2016

____ Director _____ 10% Owner
____ Officer (give title below) _____ Other (specify below)
PRES & COO

SEATTLE, WA 98188

4. 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

(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
RESTRICTED STOCK UNIT (1)					19,130	D	
COMMON STOCK	12/07/2016		M		1,640	A	\$ 19
COMMON STOCK	12/07/2016		M		4,978	A	\$ 24.4
COMMON STOCK	12/07/2016		M		3,050	A	\$ 38.755
COMMON STOCK	12/07/2016		M		2,230	A	\$ 48.945
					61,094	D	
					66,072	D	
					69,122	D	
					71,352	D	

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COMMON STOCK	12/07/2016	M	3,620	A	\$ 0	74,972	D
COMMON STOCK	12/07/2016	M	1,640	A	\$ 0	76,612	D
COMMON STOCK	12/07/2016	S	11,426 <u>(5)</u>	D	\$ 85.1178	65,186	D
COMMON STOCK	12/07/2016	S	472 <u>(6)</u>	D	\$ 85.6597	64,714	D
COMMON STOCK	12/07/2016	F	1,139 <u>(7)</u>	D	\$ 87.67	63,575	D
COMMON STOCK	12/08/2016	G V	250	D	\$ 0	63,325	D

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.

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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. 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)
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 19	12/07/2016		M	1,640	02/14/2013 02/14/2022	COMMON STOCK
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 24.4	12/07/2016		M	4,978	02/11/2014 ⁽²⁾ 02/11/2023	COMMON STOCK
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 38.755	12/07/2016		M	3,050	02/11/2015 ⁽³⁾ 02/11/2024	COMMON STOCK

