

TILDEN BRADLEY D
Form 4
May 24, 2010

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
TILDEN BRADLEY D

(Last) (First) (Middle)

ALASKA AIRLINES INC, 19300
INTERNATIONAL BLVD

(Street)

SEATTLE, WA 98188

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

ALASKA AIR GROUP INC [ALK]

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

05/21/2010

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

PRESIDENT, ALASKA AIRLINES

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 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 Indirect Beneficial Ownership (Instr. 4)
COMMON STOCK	05/21/2010		M	3,590 A	\$ 27.85 17,471	D	
COMMON STOCK	05/21/2010		M	5,001 A	\$ 18.76 22,472	D	
COMMON STOCK	05/21/2010		M	3,462 A	\$ 26.1 25,934	D	
COMMON STOCK	05/21/2010		F	6,407 D	\$ 44.35 19,527	D	
COMMON STOCK ⁽¹⁾					34,744	D	

Edgar Filing: TILDEN BRADLEY D - Form 4

COMMON
STOCK ⁽²⁾

3,407

I

ESOP
TRUST

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.

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 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 Securities (Instr. 3 and 4)	Amount or Number of Shares
EMP STOCK OPTION (RT TO BUY)	\$ 27.85	05/21/2010		M	3,590	05/31/2003 ⁽³⁾ 05/31/2012	COMMON	3,590
EMP STOCK OPTION (RT TO BUY)	\$ 18.76	05/21/2010		M	5,001	02/11/2004 ⁽⁴⁾ 02/11/2014	COMMON	5,001
EMP STOCK OPTION (RT TO BUY)	\$ 26.1	03/01/2004		M	3,462	03/01/2005 ⁽⁵⁾ 03/01/2014	COMMON	3,462

Reporting Owners

Reporting Owner Name / Address	Relationships		
	Director	10% Owner	Officer
TILDEN BRADLEY D ALASKA AIRLINES INC 19300 INTERNATIONAL BLVD			PRESIDENT, ALASKA AIRLINES

SEATTLE, WA 98188

Signatures

JEANNE E. GAMMON, ATTORNEY IN FACT FOR BRADLEY D.
TILDEN

05/24/2010

__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) STOCK UNITS AWARDED UNDER THE 2004 LONG-TERM INCENTIVE EQUITY AND 2008 PERFORMANCE INCENTIVE PLANS; SUBJECT TO FORFEITURE.
- (2) SHARES HELD IN AN ALASKA AIR GROUP, INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST AS OF DECEMBER 31, 2009.
- (3) THE OPTIONS VESTED IN FOUR EQUAL INSTALLMENTS OVER FOUR YEARS; THE OPTIONS WERE FULLY VESTED AS OF 5/31/2006.
- (4) THE OPTIONS VESTED IN FOUR EQUAL INSTALLMENTS OVER FOUR YEARS; THE OPTIONS WERE FULLY VESTED AS OF 2/11/2007.
- (5) THE OPTIONS VESTED IN FOUR EQUAL INSTALLMENTS OVER FOUR YEARS; THE OPTIONS WERE FULLY VESTED AS OF 3/1/2008.

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.