JOHNSON GLENN S

Form 4

February 01, 2012

FORM 4

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

0.5

OMB APPROVAL

Form 4 or Form 5 obligations may continue.

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

Estimated average burden hours per response...

See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * JOHNSON GLENN S			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)	3. Date of Earliest Transaction	(a see affection)		
19300 INTERN	NATIONAL	BLVD	(Month/Day/Year) 01/30/2012	Director 10% Owner Officer (give title Other (specify below) PRESIDENT/HORIZON AIR		
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
SEATTLE, WA	A 98188		Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

,						Person			
(City)	(State) (Zip)	Table I - 1	Non-Deriva	ative Secur	ities A	Acquired, Di	isposed of, or Be	neficially Ow	ned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	omr Dispos	ecurities Acquired (A) bisposed of (D) tr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	(Instr. 4)	
COMMON STOCK 401(K) (1)							1,139 (2)	I	ESOP TRUST
COMMON STOCK	01/30/2012		M(3)	7,498	A	\$ 27.56	12,395	D	
COMMON STOCK	01/30/2012		A(4)	14,102	A	\$ 0	26,497	D	
COMMON STOCK	01/30/2012		S(3)	5,147	D	\$ 74.4154	21,350	D	
COMMON STOCK	01/30/2012		S	2,351	D	\$ 74.7455	18,999	D	

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RESTRICTED STOCK UNIT	01/30/2012	J <u>(5)</u>	14,102	D	\$ 0	9,000	D
COMMON STOCK	01/30/2012	F(6)	3,631	D	\$ 74.56	15,368	D
COMMON STOCK	02/01/2012	S <u>(7)</u>	1,900	D	\$ 73.8468	13,468	D
COMMON STOCK	02/01/2012	S <u>(7)</u>	2,100		\$ 75.1367	11,368	D
COMMON STOCK	02/01/2012	S <u>(7)</u>	1,500	D	\$ 75.9007	9,868	D

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

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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 on 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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am or Nur of Sha
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 27.56	01/30/2012		M		7,498	01/29/2010	01/29/2019	COMMON STOCK	7,

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			

JOHNSON GLENN S 19300 INTERNATIONAL BLVD SEATTLE, WA 98188

PRESIDENT/HORIZON AIR

Reporting Owners 2

Signatures

/s/ Jeanne Gammon Attorney-in-Fact for Glenn S.
Johnson

02/01/2012

**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) SHARES HELD IN THE ALASKA AIR GROUP INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST AS OF DECEMBER 31, 2011.
- DURING 2011, MR. JOHNSON ACQUIRED 130 SHARES OF ALK COMMON STOCK UNDER AN ALASKA AIR GROUP (2) EMPLOYEE STOCK OWNERSHIP 401(k) PLAN TRUST. THE INFORMATION IN THIS REPORT IS BASED ON A PLAN STATEMENT DATED AS OF DECEMBER 31, 2011.
- (3) SAME-DAY EXERCISE AND SALE OF OPTIONS WERE EFFECTED PURSUANT TO A RULE 10b5-1 TRADING PLAN ADOPTED BY MR. JOHNSON ON DECEMBER 15, 2011.
- (4) COMMON SHARES ISSUED UPON VESTING OF RSUS ON JANUARY 30, 2012.
- (5) RSUs WERE FULLY VESTED AND ISSUED EFFECTIVE JANUARY 30, 2012.
- (6) STOCK UNITS WITHHELD TO COVER TAXES UPON VESTING OF RSUS ON JANUARY 30, 2012. NET SHARES ISSUED.
- (7) SALE OF SHARES WAS EFFECTED PURSUANT TO A RULE 10b5-1 TRADING PLAN ADOPTED BY MR. JOHNSON ON DECEMBER 15, 2011.

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.

Signatures 3