

Western Union CO  
Form 4  
October 03, 2006

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**GOLD CHRISTINA A**

(Last) (First) (Middle)  
**12500 EAST BELFORD AVENUE**  
  
(Street)

**ENGLEWOOD, CO 80112**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Western Union CO [WU]**

3. Date of Earliest Transaction (Month/Day/Year)  
**09/29/2006**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Chief Executive Officer**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 (Instr. 4)
Common Stock	09/29/2006		A	(A) or (D) Price	132,319 (1) \$ 0 327,627 (2)	D	
Common Stock					20	I	By spouse

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. 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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option (Right to Buy)	\$ 19.13	09/29/2006		A	957,598	<sup>(3)</sup> 09/29/2016	Common Stock 957,59
Employee Stock Option (Right to Buy)	\$ 18.49	09/29/2006		A	329,325 <sup>(4)</sup>	<sup>(5)</sup> 05/20/2012	Common Stock 329,32
Employee Stock Option (Right to Buy)	\$ 15.63	09/29/2006		A	164,662 <sup>(4)</sup>	<sup>(5)</sup> 02/05/2013	Common Stock 164,66
Employee Stock Option (Right to Buy)	\$ 18.59	09/29/2006		A	219,550 <sup>(4)</sup>	<sup>(5)</sup> 02/25/2014	Common Stock 219,55
Employee Stock Option (Right to Buy)	\$ 18.25	09/29/2006		A	329,325 <sup>(4)</sup>	<sup>(5)</sup> 02/23/2015	Common Stock 329,32
Employee Stock Option (Right to Buy)	\$ 20.65	09/29/2006		A	548,875 <sup>(4)</sup>	<sup>(6)</sup> 02/22/2016	Common Stock 548,87

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

GOLD CHRISTINA A  
12500 EAST BELFORD AVENUE  
ENGLEWOOD, CO 80112

X

Chief Executive Officer

## Signatures

/s/ Sarah J. Kilgore as Attorney-in-Fact for Christina A.  
Gold

10/03/2006

        \*\*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) Restricted stock award which vests in full, if the executive is still employed by the Company at the time, on the third anniversary of the date of grant.
- (2) Includes 3,202 shares acquired pursuant to The Western Union Company Employee Stock Purchase Plan and 192,106 shares acquired in connection with the distribution by First Data Corporation of shares of the common stock of The Western Union Company.
- (3) This option vests in four equal annual installments beginning on September 29, 2007.  
Represents option acquired by reporting person as a result of the adjustment of an option to purchase shares of First Data Corporation
- (4) common stock held by the reporting person. This adjustment occurred pursuant to the terms of the Employee Matters Agreement, dated September 29, 2006, between The Western Union Company and First Data Corporation.
- (5) This option is presently exercisable in full.
- (6) This option vests in four equal annual installments beginning on February 22, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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