HARRISON ANDREW R

Form 4

February 13, 2013

FORM 4

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

OMB Number:

3235-0287 January 31,

2005

0.5

Check this box if no longer subject to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: Sanua Expires:

OMB APPROVAL

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Direct (D)

D

Ownership

(Instr. 4)

Section 16. 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

1(b).

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading HARRISON ANDREW R Issuer Symbol ALASKA AIR GROUP, INC. (Check all applicable) [ALK] (Last) (First) (Middle) 3. Date of Earliest Transaction Director 10% Owner Other (specify Officer (give title (Month/Day/Year) below) 19300 INTERNATIONAL BLVD 02/11/2013 VP/PLNG & REV MGMT (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting SEATTLE, WA 98188 Person

(City)	(State) (Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned						
1.Title of Security	2. Transaction Date	2A. Deemed	3.	4. Securities	5. Amount of	6.	7. Nature of	
(Instr. 3)	(Month/Day/Year)	Execution Date, if	TransactionAcquired (A) or		Securities	Ownership	Indirect	
		any	Code	Disposed of (D)	Beneficially	Form:	Beneficial	

(Instr. 8)

(A) Following or Indirect
Reported (I)
Transaction(s) (Instr. 4)

(Instr. 3, 4 and 5)

Code V Amount (D) Price (Instr. 3 and 4)

COMMON STOCK 5,102 D

RESTRICTED STOCK UNIT 02/11/2013 A⁽²⁾ 1.350 A \$ 0 5.530

(Month/Day/Year)

(1)

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

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SEC 1474

(9-02)

Owned

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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	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisab	le and	7. Title and Amou
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction of Derivative Expiration Date		Underlying Secur		
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired			
	Derivative				(A) or			
	Security				Disposed of			
					(D)			
					(Instr. 3, 4,			
					and 5)			
								F
						Date Exercisable	Expiration	Title N
						Date Exercisable	Date	Title 1
				Code V	(A) (D)			C
				Couc v	(A) (D)			L C
EMPLOYEE								
STOCK								COMMON
	\$ 48.8	02/11/2013		A	2,790	$02/11/2014^{(3)}$	02/11/2023	STOCK
OPTION (RT								STOCK
TO BUY)								

Reporting Owners

Reporting Owner Name / Address		Relationships	

Director 10% Owner Officer Other

HARRISON ANDREW R 19300 INTERNATIONAL BLVD SEATTLE, WA 98188

VP/PLNG & REV MGMT

Signatures

JEANNE E GAMMON, ATTORNEY IN FACT FOR ANDREW R. HARRISON

02/13/2013

**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 ALASKA AIR GROUP'S 2008 PERFORMANCE INCENTIVE PLAN; SUBJECT TO FORFEITURE.
- (2) STOCK UNITS AWARDED UNDER THE 2008 PERFORMANCE INCENTIVE EQUITY PLAN ON 02/11/2013 WILL CLIFF VEST ON 2/11/2016. THESE STOCK UNITS ARE SUBJECT TO FORFEITURE.
- (3) OPTIONS VEST IN 25% INCREMENTS OVER FOUR YEARS (2/11/14, 2/11/15, 2/11/16 AND 2/11/17)

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.

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