

Western Union CO  
Form 4  
October 31, 2007

**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 \*  
BATTISTA GUY A

(Last) (First) (Middle)

THE WESTERN UNION  
COMPANY, 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)  
10/29/2007

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)  
EVP & Pres. WU Fin. Svcs Inc.

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 Indirect Beneficial Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	10/29/2007		M			40,247	A	\$ 6.09	151,129	D	
Common Stock	10/29/2007		S			300	D	\$ 21.56	150,829	D	
Common Stock	10/29/2007		S			400	D	\$ 21.57	150,429	D	
Common Stock	10/29/2007		S			3,900	D	\$ 21.57	146,529	D	
Common Stock	10/29/2007		S			100	D	\$ 21.58	146,429	D	

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Common Stock	10/29/2007	S	1,000	D	\$ 21.58	145,429	D
Common Stock	10/29/2007	S	4,000	D	\$ 21.59	141,429	D
Common Stock	10/29/2007	S	500	D	\$ 21.64	140,929	D
Common Stock	10/29/2007	S	1,000	D	\$ 21.65	139,929	D
Common Stock	10/29/2007	S	1,945	D	\$ 21.66	137,984	D
Common Stock	10/29/2007	S	100	D	\$ 21.67	137,884	D
Common Stock	10/29/2007	S	4,500	D	\$ 21.67	133,384	D
Common Stock	10/29/2007	S	1,600	D	\$ 21.68	131,784	D
Common Stock	10/29/2007	S	300	D	\$ 21.69	131,484	D
Common Stock	10/29/2007	S	1,100	D	\$ 21.69	130,384	D
Common Stock	10/29/2007	S	1,900	D	\$ 21.7	128,484	D
Common Stock	10/29/2007	S	4,000	D	\$ 21.71	124,484	D
Common Stock	10/29/2007	S	500	D	\$ 21.72	123,984	D
Common Stock	10/29/2007	S	2,000	D	\$ 21.72	121,984	D
Common Stock	10/29/2007	S	600	D	\$ 21.73	121,384	D
Common Stock	10/29/2007	S	3,800	D	\$ 21.73	117,584	D
Common Stock	10/29/2007	S	1,002	D	\$ 21.74	116,582	D
Common Stock	10/29/2007	S	500	D	\$ 21.75	116,082	D
Common Stock	10/29/2007	S	100	D	\$ 21.76	115,982	D
Common Stock	10/29/2007	S	200	D	\$ 21.77	115,782	D
	10/29/2007	S	4,500	D		111,282	D

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Common Stock					\$ 21.82			
Common Stock	10/29/2007		S	400	D	\$ 21.86	110,882	D
Common Stock							2,494	I
								Through 401(k) Plan

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)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Employee Stock Option (Right to Buy)	\$ 6.09	10/29/2007		M	32,932	<u>(1)</u> 01/21/2008	Common Stock	0
Employee Stock Option (Right to Buy)	\$ 6.09	10/29/2007		M	7,315	<u>(2)</u> 01/21/2008	Common Stock	0

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BATTISTA GUY A THE WESTERN UNION COMPANY 12500 EAST BELFORD AVENUE			EVP & Pres. WU Fin. Svcs Inc.	

ENGLEWOOD, CO 80112

## Signatures

Sarah J. Kilgore, As Attorney-in-Fact for Guy A.  
Battista

10/31/2007

\_\_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) The option vested in four equal installments on January 21, 1999, 2000, 2001 and 2002.
  - (2) The option vested in three equal installments on January 21, 1999, 2000 and 2001.

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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