

FINKELSTEIN PAUL  
Form 4  
May 13, 2010

**FORM 4**

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

OMB APPROVAL

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

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 \*  
FINKELSTEIN PAUL

(Last) (First) (Middle)  
7201 METRO BOULEVARD  
(Street)

MINNEAPOLIS, MN 55439

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
REGIS CORP [RGS]

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/11/2010

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 Indirect Ownership (Instr. 4)	
				(A) or (D)	Price			
				Code	V	Amount		
Common Stock	05/11/2010		S	1,400	D	\$ 18.675	256,261	D
Common Stock	05/11/2010		S	2,102	D	\$ 18.68	254,159	D
Common Stock	05/11/2010		S	3,500	D	\$ 18.685	250,659	D
Common Stock	05/11/2010		S	7,968	D	\$ 18.69	242,691	D
Common Stock	05/11/2010		S	2,100	D	\$ 18.695	240,591	D

Edgar Filing: FINKELSTEIN PAUL - Form 4

Common Stock	05/11/2010	S	2,032	D	\$ 18.7	238,559	D	
Common Stock	05/11/2010	S	1,700	D	\$ 18.705	236,859	D	
Common Stock	05/11/2010	S	800	D	\$ 18.71	236,059	D	
Common Stock	05/11/2010	S	1,800	D	\$ 18.72	234,259	D	
Common Stock	05/11/2010	S	1,100	D	\$ 18.725	233,159	D	
Common Stock	05/11/2010	S	2,200	D	\$ 18.73	230,959	D	
Common Stock	05/11/2010	S	400	D	\$ 18.735	230,559	D	
Common Stock	05/11/2010	S	400	D	\$ 18.74	230,159	D	
Common Stock	05/11/2010	S	800	D	\$ 18.745	229,359	D	
Common Stock	05/11/2010	S	100	D	\$ 18.75	229,259	D	
Common Stock	05/11/2010	S	100	D	\$ 18.77	229,159	D	
Common Stock	05/11/2010	S	500	D	\$ 18.78	228,659	D	
Common Stock	05/11/2010	S	200	D	\$ 18.79	228,459	D	
Common Stock	05/11/2010	S	200	D	\$ 18.79	228,259	D	
Common Stock	05/11/2010	S	100	D	\$ 18.795	228,159	D	
Common Stock	05/11/2010	S	600	D	\$ 18.8	227,559	D	
Common Stock	05/11/2010	S	200	D	\$ 18.81	227,359	D	
Common Stock						8,151	I	Through profit sharing plan

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**

SEC 1474  
(9-02)

