

KNUDSEN NORMA A  
Form 4  
May 17, 2011

**FORM 4**

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

OMB APPROVAL

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**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 \*  
KNUDSEN NORMA A

(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)  
05/16/2011

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, Merchandising

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	05/16/2011		S		100 D \$ 15.74	42,017	D
Common Stock	05/16/2011		S		786 D \$ 15.75	41,231	D
Common Stock	05/16/2011		S		1,414 D \$ 15.755	39,817	D
Common Stock	05/16/2011		S		786 D \$ 15.76	39,031	D
Common Stock	05/16/2011		S		200 D \$ 15.765	38,831	D

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Common Stock	05/16/2011	S	310	D	\$ 15.77	38,521	D
Common Stock	05/16/2011	S	200	D	\$ 15.775	38,321	D
Common Stock	05/16/2011	S	490	D	\$ 15.78	37,831	D
Common Stock	05/16/2011	S	100	D	\$ 15.785	37,731	D
Common Stock	05/16/2011	S	400	D	\$ 15.79	37,331	D
Common Stock	05/16/2011	S	300	D	\$ 15.8	37,031	D
Common Stock	05/16/2011	S	800	D	\$ 15.81	36,231	D
Common Stock	05/16/2011	S	700	D	\$ 15.82	35,531	D
Common Stock	05/16/2011	S	100	D	\$ 15.825	35,431	D
Common Stock	05/16/2011	S	2,000	D	\$ 15.83	33,431	D
Common Stock	05/16/2011	S	600	D	\$ 15.84	32,831	D
Common Stock	05/16/2011	S	400	D	\$ 15.845	32,431	D
Common Stock	05/16/2011	S	800	D	\$ 15.85	31,631	D
Common Stock	05/16/2011	S	100	D	\$ 15.875	31,531	D
Common Stock	05/16/2011	S	600	D	\$ 15.88	30,931	D
Common Stock	05/16/2011	S	400	D	\$ 15.89	30,531	D
Common Stock	05/16/2011	S	100	D	\$ 15.9	30,431	D
Common Stock	05/16/2011	S	500	D	\$ 15.91	29,931	D
Common Stock	05/16/2011	S	300	D	\$ 15.915	29,631	D
Common Stock	05/16/2011	S	500	D	\$ 15.92	29,131	D
	05/16/2011	S	800	D	\$ 15.94	28,331	D



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