

KEY ROBERT F
Form 4
February 14, 2006

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 *
KEY ROBERT F

2. Issuer Name and Ticker or Trading Symbol
WINTRUST FINANCIAL CORP [(WTFC)]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
657 LINDEN

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
02/10/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Executive Vice President

LAKE FOREST, IL 60045

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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)	(A) or (D)	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: Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	Price		
Common Stock	02/10/2006		M		16,250	A \$ 7.58	0	D
Common Stock	02/10/2006		M		10,861	A \$ 9.3933	0	D
Common Stock	02/10/2006		M		9,291	A \$ 9.6867	0	D
Common Stock	02/10/2006		M		7,246	A \$ 8.28	0	D
Common Stock	02/10/2006		S		24,000	D \$ 52.083	62,730	D

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Common Stock	6,349	I	By 401(k) Plan
Common Stock	296	I	by ESPP
Common Stock	325	I	by Spouse
Common Stock	750	I	FBO minor children

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 displays a currently valid OMB control number.

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(9-02)

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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 7.58	02/10/2006		M	16,250	12/31/1999 03/11/2006	Common Stock 16
Non-Qualified Stock Option (right to buy)	\$ 8.28	02/10/2006		M	7,246	12/31/2000 03/01/2006	Common Stock 7,
Non-Qualified Stock Option (right to buy)	\$ 9.3933	02/10/2006		M	10,861	12/31/1999 03/01/2006	Common Stock 10
Non-Qualified Stock Option (right to buy)	\$ 9.6867	02/10/2006		M	9,291	12/31/2000 03/01/2006	Common Stock 9,

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

KEY ROBERT F
657 LINDEN
LAKE FOREST, IL 60045

Executive Vice President

Signatures

/s/ David A. Dykstra,
Attorney-in-Fact

02/13/2006

__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).

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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