

JOHNSON GLENN S  
Form 4  
March 16, 2010

**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 \*  
JOHNSON GLENN S

(Last) (First) (Middle)

ALASKA AIRLINES INC, 19300  
INTERNATIONAL BLVD

(Street)

SEATTLE, WA 98188

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

ALASKA AIR GROUP INC [ALK]

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

03/12/2010

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)  
EXEC VP/FINANCE AND CFO

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	03/12/2010		S	6,957 D \$ 40.2979	3,537	D	
COMMON STOCK	03/12/2010		M	5,700 A \$ 25.2	5,700	D	
COMMON STOCK	03/12/2010		M	961 A \$ 27.85	6,661	D	
COMMON STOCK	03/12/2010		M	1,164 A \$ 18.76	7,825	D	
COMMON STOCK	03/12/2010		M	10,475 A \$ 22.84	18,300	D	

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COMMON STOCK	03/12/2010		M	5,250	A	\$ 26.1	23,550	D	
COMMON STOCK	03/12/2010		M	4,474	A	\$ 27.4	28,024	D	
COMMON STOCK	03/12/2010		M	10,950	A	\$ 27.49	38,974	D	
COMMON STOCK	03/12/2010		M	7,498	A	\$ 27.56	46,472	D	
COMMON STOCK	03/12/2010		M	6,000	A	\$ 31.8	52,472	D	
COMMON STOCK	03/12/2010		S	52,472	D	\$ 40.2132	0	D	
COMMON STOCK <sup>(1)</sup>							24,802	D	
COMMON STOCK <sup>(2)</sup>							860	I	ESOP TRUST

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

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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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
EMP STOCK OPTION (RT TO BUY)	\$ 25.2	03/12/2010		M	5,700	11/12/2002	11/12/2011	COMMON	5,700
EMP STOCK OPTION (RT TO BUY)	\$ 27.85	03/12/2010		M	961	05/31/2003	05/31/2012	COMMON	961

BUY)

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 18.76

03/12/2010

M

1,164

02/11/2004

02/11/2013

COMMON

1,1

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 22.84

03/12/2010

M

10,475

07/16/2004

07/16/2013

COMMON

10,

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 26.1

03/12/2010

M

5,250

03/01/2005

03/01/2014

COMMON

5,2

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 27.4

03/12/2010

M

4,474

06/14/2008<sup>(3)</sup>

06/14/2017

COMMON  
STOCK

4,4

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 27.49

03/12/2010

M

10,950

02/08/2009<sup>(4)</sup>

02/08/2018

COMMON

10,

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 27.56

03/12/2010

M

7,498

01/29/2010<sup>(5)</sup>

01/29/2019

COMMON

7,4

EMP

STOCK

OPTION

(RT TO

BUY)

\$ 31.8

03/12/2010

M

6,000

01/30/2002

01/30/2011

COMMON

6,0

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JOHNSON GLENN S ALASKA AIRLINES INC 19300 INTERNATIONAL BLVD SEATTLE, WA 98188			EXEC VP/FINANCE AND CFO	

## Signatures

KAREN A. GRUEN, ATTORNEY IN FACT FOR GLENN S.  
JOHNSON

03/16/2010

\_\_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 THE 2004 LONG-TERM INCENTIVE EQUITY AND 2008 PERFORMANCE INCENTIVE PLANS; SUBJECT TO FORFEITURE.
- (2) SHARES HELD IN AN ALASKA AIR GROUP, INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST AS OF DECEMBER 31, 2009.
- (3) OPTIONS VESTED/VEST IN EQUAL INSTALLMENTS ON JUNE 14, 2008, 2009, 2010 AND 2011.
- (4) OPTIONS VESTED/VEST IN EQUAL INSTALLMENTS ON FEBRUARY 8, 2009, 2010, 2011 AND 2012.
- (5) OPTIONS VESTED/VEST IN EQUAL INSTALLMENTS ON JANUARY 29, 2010, 2011, 2012 AND 2013.

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.