

SCHAEFER JOHN F JR
 Form 4
 July 27, 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 *
 SCHAEFER JOHN F JR

2. Issuer Name and Ticker or Trading Symbol
 ALASKA AIR GROUP INC [ALK]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 C/O ALASKA AIR GROUP
 INC, 19300 INTERNATIONAL
 BLVD
 (Street)
 SEATTLE, WA 98188
 (City) (State) (Zip)

3. Date of Earliest Transaction
 (Month/Day/Year)
 07/23/2010

____ Director
 Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 VP/FINANCE AND TREASURER

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

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)
				(A) or (D)	Price		
COMMON STOCK	07/23/2010		M	A	\$ 37.96	1,575	D
COMMON STOCK	07/23/2010		M	A	\$ 17.88	2,721	D
COMMON STOCK	07/23/2010		S	D	\$ 49.987	0	D
COMMON STOCK <u>(1)</u>						10,980	D
COMMON STOCK <u>(2)</u>						707	I ESOP TRUST

COMMON
STOCK

1,646 D

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)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V (A) (D)		
EMP STOCK OPTION (RT TO BUY)	\$ 37.96	07/23/2010		M	1,575	09/13/2007 ⁽³⁾ 09/13/2016	COMMON	1,575	
EMP STOCK OPTION (RT TO BUY)	\$ 17.88	07/23/2010		M	1,146	06/12/2009 ⁽⁴⁾ 06/12/2018	COMMON	1,146	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCHAEFER JOHN F JR C/O ALASKA AIR GROUP INC 19300 INTERNATIONAL BLVD SEATTLE, WA 98188			VP/FINANCE AND TREASURER	

Signatures

KAREN A. GRUEN, ATTORNEY IN FACT FOR JOHN F.
SCHAEFER, JR.

07/27/2010

__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) THE OPTIONS VEST(ED) IN FOUR EQUAL INSTALLMENTS ON 09/13/07, 09/13/08, 09/13/09; REMAINING OPTIONS VEST ON 9/13/10.
- (4) THE OPTIONS VEST(ED) IN FOUR EQUAL INSTALLMENTS ON 06/12/09 AND 06/12/10; REMAINING OPTIONS VEST ON 06/12/11 AND 06/12/12.

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.