#### TACKETT SHANE R

Form 4

February 13, 2013

RESTRICTED

(3)

STOCK UNIT 02/11/2013

7 cordary 13, 20						DDOVAL		
	1 I INITED STAT	rec cecuditi	ES AND EXCHANGE O	COMMISSION		PPROVAL		
	ONITEDSIA		gton, D.C. 20549	OMMISSION	OMB Number:	3235-0287		
Check this bo if no longer						January 31, 2005		
subject to	STATEMENT		S IN BENEFICIAL OW	NERSHIP OF	Estimated a			
Section 16.		SE	CURITIES		burden houi			
Form 4 or								
Form 5 obligations may continue <i>See</i> Instruction 1(b).	200(h) at the Investment Commence A at at 1000							
(Print or Type Resp	oonses)							
	ess of Reporting Person	2. Issuer Nam	ne <b>and</b> Ticker or Trading	5. Relationship of Reporting Person(s) to				
TACKETT SH	ANE R	Symbol		Issuer				
		ALASKA A [ALK]	IR GROUP, INC.	(Check all applicable)				
(Last)	(First) (Middle)	3. Date of Earli	iest Transaction	Director	10%	Owner		
		(Month/Day/Y	(Month/Day/Year)		Officer (give title Other (specify below)			
19300 INTERN	NATIONAL BLVD	02/11/2013		below) VP/LABO	OR RELATIO	NS		
	(Street)				6. Individual or Joint/Group Filing(Check			
		Filed(Month/Da	y/Year)	Applicable Line) _X_ Form filed by One Reporting Person				
SEATTLE, WA	A 98188			Form filed by Mo Person				
(City)	(State) (Zip)	Table I - I	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned					
1.Title of Security	2. Transaction Date		3. 4. Securities	5. Amount of	6.	7. Nature of		
(Instr. 3)	(Month/Day/Year)	Execution Date, if	TransactionAcquired (A) or	Securities	Ownership	Indirect		
		any (Month/Day/Year)	Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5)	Beneficially Owned	Form: Direct (D)	Beneficial Ownership		
		(Wollin/Day/Tear)	(Ilisti. 5) (Ilisti. 5, 4 and 5)	Following	or Indirect	(Instr. 4)		
			(A)	Reported	(I)	· ·		
			(A) or	Transaction(s)	(Instr. 4)			
			Code V Amount (D) Pr	ice (Instr. 3 and 4)				
COMMON STOCK				2,722	D			
COMMON								
STOCK 401(K	)			1,172	I	ESOP		
(1)	,			1,172	•	TRUST		
COMMON								
STOCK ESPP				60	D			
(2)								
_								

A<sup>(4)</sup> 1,160 A \$ 0 5,460

D

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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.

**SEC 1474** (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. Transacti Code (Instr. 8)	5. Number on f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date		7. Title and Amou Underlying Secur (Instr. 3 and 4)
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title N
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 48.8	02/11/2013		A	2,400	02/11/2014(5)	02/11/2023	COMMON STOCK

### **Reporting Owners**

Reporting Owner Name / Address		Kelationships			
	Director	10% Owner	Officer	Other	

TACKETT SHANE R 19300 INTERNATIONAL BLVD SEATTLE, WA 98188

**VP/LABOR RELATIONS** 

## **Signatures**

JEANNE E GAMMON, ATTORNEY IN FACT FOR SHANE R. 02/13/2013 **TACKETT** 

> \*\*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).
- COMMON SHARES HELD IN THE ALASKA AIR GROUP INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN **(1)** TRUST AS OF DECEMBER 31, 2012.
- SHARES ACQUIRED UNDER THE ALASKA AIR GROUP, INC. 2010 EMPLOYEE STOCK PURCHASE PLAN, AS OF **(2)** 12/31/2012.

Reporting Owners 2

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- (3) STOCK UNITS AWARDED UNDER ALASKA AIR GROUP'S 2008 PERFORMANCE INCENTIVE PLAN; SUBJECT TO FORFEITURE.
- (4) STOCK UNITS AWARDED UNDER THE 2008 PERFORMANCE INCENTIVE EQUITY PLAN ON 02/11/2013 WILL CLIFF VEST ON 2/11/2016. THESE STOCK UNITS ARE SUBJECT TO FORFEITURE.
- (5) OPTIONS VEST IN 25% INCREMENTS OVER FOUR YEARS (2/11/14, 2/11/15, 2/11/16 AND 2/11/17)

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.