ALASKA AIR GROUP, INC.

Form 4

STOCK

STOCK

COMMON

RESTRICTED

STOCK UNIT

COMMON

STOCK

02/11/2016

02/11/2016

02/11/2016

February 16, 2016

February 16, 20	16									
FORM 4	1	TES SECURITI				OMB APF	PROVAL			
	OMB Number:	3235-0287								
Check this bo if no longer subject to Section 16. Form 4 or		Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES					Expires: January 31, 2005 Estimated average burden hours per response 0.5			
	Form 5 obligations may continue. See Instruction 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 Resp	onses)									
1. Name and Addre TILDEN BRAI	ess of Reporting Person DLEY D	Symbol	ne and Ticker or T	-	Issuer					
[ALK] (Chec							k all applicable)			
(Last) 19300 INTERN	(First) (Middle	(Month/Day/Year)				Director 10% Owner Officer (give title Other (specify below) CHAIRMAN, PRESIDENT AND CEO				
	(Stungt)	4 TC A 1	, D , O ; ; 1							
	(Street)	Filed(Month/Da	ent, Date Original ay/Year)		Applicable Line) _X_ Form filed by O	Individual or Joint/Group Filing(Check oplicable Line) _ Form filed by One Reporting Person _ Form filed by More than One Reporting				
SEATTLE, WA	X 98188				Person	F				
(City)	(State) (Zip)	Table I -	Non-Derivative So	ecurities Acc	quired, Disposed of,	or Beneficially	Owned			
aı		2A. Deemed Execution Date, if any (Month/Day/Year)	Transaction(A) or	Disposed of 3, 4 and 5) (A)	(D) Securities Beneficially Owned Following Reported	f 6. Ownership Form: Direct (D) or Indirect (I) s) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code V Amou	or int (D)	Price (Instr. 3 and					
COMMON STOCK 401(K) (1)					15,473	I	ESOP TRUST			
COMMON					18 405	Ţ	GRAT			

 $A^{(2)}$

J(3)

 $F^{(4)}$

18,380 A

18,380 D

D

7,279

\$0

\$0

66.94

GRAT

18,405

183,736

23,900

176,457

I

D

D

D

COMMON STOCK

02/16/2016

 $S^{(5)}$

5,000

D

\$ 68.9 171,457

D

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)

9. Nu

Deriv

Secu

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.		5.	6. Date Exerc	cisable and	7. Tit	le and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transa	ctic	nNumber	Expiration D	ate	Amou	unt of	Derivative
Security	or Exercise		any	Code		of	(Month/Day/	Year)	Unde	rlying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr.	8)	Derivative	e		Secur	rities	(Instr. 5)
	Derivative					Securities			(Instr	. 3 and 4)	
	Security					Acquired					
						(A) or					
						Disposed					
						of (D)					
						(Instr. 3,					
						4, and 5)					
										Amount	
				G 1	W (A) (D)	Date	Expiration		or		
							Exercisable	Date		Number	
						(A) (B)				of	
				Code	V	(A) (D)				Shares	

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer

Other

TILDEN BRADLEY D 19300 INTERNATIONAL BLVD SEATTLE, WA 98188

CHAIRMAN, PRESIDENT AND CEO

Signatures

/S/ JEANNE E. GAMMON, ATTORNEY IN FACT FOR BRADLEY D. TILDEN

02/16/2016

Date

**Signature of Reporting Person

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) COMMON SHARES HELD IN THE ALASKA AIR GROUP INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST, AS OF 12/31/15.
- (2) COMMON SHARES ACQUIRED UPON VESTING OF RESTRICTED STOCK UNITS ON 02/11/2016.
- (3) RESTRICTED STOCK UNITS VESTING ON 02/11/2016.

Reporting Owners 2

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- (4) COMMON SHARES FORFEITED TO COVER PAYROLL TAXES UPON VESTING OF PERFORMANCE STOCK UNITS ON 02/11/2016. AMOUNT PROVIDED IN COLUMN 4 REPRESENTS THE FMV OF THE SHARES ON THE DATE OF FORFEITURE.
- (5) SALE EFFECTED PURSUANT TO A RULE 10b5-1 TRADING PLAN ADOPTED BY MR. TILDEN ON 03/02/2015.

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.