

CORREIA ARMAND
Form 4
July 19, 2012

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 *
CORREIA ARMAND

(Last) (First) (Middle)

C/O ASCENA RETAIL GROUP, INC., 30 DUNNIGAN DRIVE

(Street)

SUFFERN, NY 10901

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

Ascena Retail Group, Inc. [ASNA]

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

07/17/2012

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)
Executive Vice President & 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)
Common					27,726	D	
Common	07/17/2012		S	(1) 10,000	\$ 18.7029 17,726	D	
Common	07/18/2012		S	(2) 15,000	\$ 18.7166 2,726	D	
Common	07/19/2012		M	6,000	\$ 5.92 8,726	D	
Common	07/19/2012		M	1,500	\$ 7.495 10,226	D	
Common	07/19/2012		S	(3) 10,000	\$ 19.32 226	D	

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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)	Amount or Number of Shares
Option To Buy	\$ 5.92 ⁽⁴⁾	07/19/2012		M	6,000	10/12/2006 ⁽⁶⁾ 10/12/2015	Common	6,000
Option to Buy	\$ 7.495 ⁽⁴⁾	07/19/2012		M	1,500	09/18/2009 ⁽⁶⁾ 09/18/2018	Common	1,500
Option To Buy	\$ 8.835 ⁽⁴⁾					09/24/2010 ⁽⁷⁾ 09/24/2019	Common	40,000
Option To Buy	\$ 11.695 ⁽⁴⁾					09/23/2011 ⁽⁷⁾ 09/23/2020	Common	50,000
Option To Buy	\$ 13.135 ⁽⁵⁾					09/21/2012 ⁽⁷⁾ 09/21/2021	Common	50,000
Restricted Stock Units	⁽⁸⁾					⁽⁹⁾ ⁽⁹⁾	Common	20,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CORREIA ARMAND C/O ASCENA RETAIL GROUP, INC. 30 DUNNIGAN DRIVE SUFFERN, NY 10901			Executive Vice President & CFO	

Signatures

Mary Beth Riley, by power of
attorney

07/19/2012

__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) This transaction was executed in multiple trades ranging from \$18.70 to \$18.74. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.

This transaction was executed in multiple trades ranging from \$18.65 to \$18.80. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
 - (2) This transaction was executed in multiple trades ranging from \$18.65 to \$18.80. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
 - (3) This transaction was executed in multiple trades ranging from \$19.3005 to \$19.35. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
 - (4) Granted under the Company's 2001 Stock Incentive Plan
 - (5) Granted under the Company's 2010 Stock Incentive Plan.
 - (6) Exercisable in five equal annual installments with the first installment exercisable on the date indicated.
 - (7) Exercisable in four equal annual installments with the first installment exercisable on the date indicated.
 - (8) Each restricted stock unit ("RSU") represents a contingent right to receive one share of Ascena common stock under the 2014 LTIP.
 - (9) The number of RSU's to be received will be based upon the percentage achievement by Ascena of certain financial performance targets for Ascena's fiscal years 2012, 2013 and 2014.

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.