

ALASKA AIR GROUP, INC.  
Form 3  
March 13, 2015

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         |          | 2. Date of Event Requiring Statement             | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â BERRY CHRISTOPHER<br>MICHAEL            |         |          | (Month/Day/Year)<br>03/01/2015                   | ALASKA AIR GROUP, INC. [ALK]                       |  |
| (Last)                                    | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer |  | 5. If Amendment, Date Original Filed(Month/Day/Year)       |
| 19300 INTERNATIONAL<br>BLVD               |         |          | (Check all applicable)                           |  |  |
| (Street)                                  |         |          | <input type="checkbox"/> Director                | <input type="checkbox"/> 10% Owner                 | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| SEATTLE,Â WAAÂ 98188                      |         |          | <input type="checkbox"/> Officer                 | <input type="checkbox"/> Other                     | _X_ Form filed by One Reporting Person                     |
| (City)                                    | (State) | (Zip)    | PRIN ACCT OFCR                                   |  | ___ Form filed by More than One Reporting Person           |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| COMMON STOCK ESPP <u>(1)</u>       | 315  | D   | Â  |
| RESTRICTED STOCK UNIT <u>(2)</u>   | 4,500  | D   | Â  |

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

SEC 1473 (7-02)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|---------------------------|----------------------|--|
|---|---|--|---------------------------|----------------------|--|

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| Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Price of Derivative Security | (Instr. 4) | Derivative Security:       |
|------------------|-----------------|-------|----------------------------|------------------------------|------------|----------------------------|
|                  |                 |       |                            |                              |            | Direct (D) or Indirect (I) |
|                  |                 |       |                            |                              |            | (Instr. 5)                 |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |                |
|--|---------------|-----------|---------|----------------|
|  | Director      | 10% Owner | Officer | Other          |
| BERRY CHRISTOPHER MICHAEL<br>19300 INTERNATIONAL BLVD<br>SEATTLE, WA 98188 | Â             | Â         | Â       | PRIN ACCT OFCR |

## Signatures

JEANNE E GAMMON, ATTORNEY IN FACT FOR CHRISTOPHER MICHAEL BERRY 03/13/2015

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) SHARES ACQUIRED UNDER THE ALASKA AIR GROUP, INC. 2010 EMPLOYEE STOCK PURCHASE PLAN, AS OF 02/28/2015.
- (2) STOCK UNITS AWARDED UNDER ALASKA AIR GROUP'S 2008 PERFORMANCE INCENTIVE PLAN; SUBJECT TO FORFEITURE.

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.