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ALASKA AIR C Form 4	GROUP, INC.									
March 06, 2014	L							OMB APP	ROVAL	
	UNITED STA	TES SECURITI Washin	ES AND gton, D.(E COMN	IISSION	OMB Number:	3235-0287	
Check this bo: if no longer subject to Section 16. Form 4 or Form 5 obligations									January 31, 2005 erage per 0.5	
may continue. See Instruction 1(b).	2	the Public Utility 0(h) of the Invest	•	-	•		or Section			
(Print or Type Respo	onses)									
1. Name and Addre TACKETT SHA	ss of Reporting Person ANE R	Symbol ALASKA A			U	5. Rela Issuer	-	eporting Persor all applicable)	n(s) to	
(Last) 19300 INTERN	(First) (Middle) 3. Date of Earl (Month/Day/Y	(Monul/Day/Tear) below)				Officer (give ti	below)		
	(Street)	4. If Amendma Filed(Month/Da		riginal		Applica _X_ Fo	vidual or Joir able Line) orm filed by On	OR RELATION ht/Group Filing(e Reporting Perso re than One Repo	Check n	
(City)	(State) (Zip)	Table I -	Non-Deriv	ative Secu	rities		Disposed of,	or Beneficially	Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. Transacti Code (Instr. 8)	4. Securi otor Dispos (Instr. 3,	ties Ac sed of	cquired (A) (D)	5. Amount Securities Beneficially Owned Following Reported Transaction (Instr. 3 and	of 6. Ownership Form: Direct (D) or Indirect (I) (s) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
COMMON STOCK 401(K) (<u>1)</u>				7 inount		Thee	1,402	Ι	ESOP TRUST	
RESTRICTED STOCK UNIT							4,550	D		
COMMON STOCK ESPP							171	D		
COMMON STOCK	03/05/2014		М	1,220	А	\$ 38	2,699	D		

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COMMON STOCK	03/05/2014	М	600	А	\$ 48.8	3,299	D	
COMMON STOCK	03/05/2014	S	1,200	D	\$ 89.3106	2,099	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.

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. Transactio Code (Instr. 8)	5. Number prof Derivati Securities Acquired (A) or Disposed o (D) (Instr. 3, 4, and 5)	e Expiration Da (Month/Day/Y	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount Underlying Securitie (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Am or Nur of Sha	
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 38	03/05/2014		М	1,22	0 02/14/2013	02/14/2022	COMMON STOCK	1,2	
EMPLOYEE STOCK OPTION (RT TO BUY)	\$ 48.8	03/05/2014		М	600	02/11/2014	02/11/2023	COMMON STOCK	6	

Reporting Owners

Reporting Owner Name / Address			Relationships						
	Director	10% Owner	Officer	Other					
TACKETT SHANE R 19300 INTERNATIONAL BLVD SEATTLE, WA 98188			VP/LABOR RELATIONS						
Signatures									
/S/ JEANNE E GAMMON, ATTO TACKETT	03/06/2014								

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**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) COMMON SHARES HELD IN THE ALASKA AIR GROUP INC. EMPLOYEE STOCK OWNERSHIP 401(K) PLAN TRUST, AS OF 12/31/13.
- (2) STOCK UNITS AWARDED UNDER ALASKA AIR GROUP'S 2008 PERFORMANCE INCENTIVE PLAN; SUBJECT TO FORFEITURE.
- (3) SHARES ACQUIRED UNDER THE ALASKA AIR GROUP, INC. 2010 EMPLOYEE STOCK PURCHASE PLAN, AS OF 12/31/2013.

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.