

Ascena Retail Group, Inc.  
Form 4  
October 03, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
**RAYDEN MICHAEL W**

2. Issuer Name and Ticker or Trading Symbol  
**Ascena Retail Group, Inc. [ASNA]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**C/O ASCENA RETAIL GROUP, INC., 30 DUNNIGAN DRIVE**

3. Date of Earliest Transaction (Month/Day/Year)  
**10/02/2013**

Director  10% Owner  
 Officer (give title below)  Other (specify below)

**CEO, Tween Brands, Inc.**

(Street)

4. If Amendment, Date Original Filed (Month/Day/Year)

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**SUFFERN, NY 10901**

(City) (State) (Zip)

**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                          | 10/02/2013                           |  | M                              | V Amount (A) or (D) Price \$ 11.695                               | 44,761  | D  |   |
| Common                          | 10/02/2013                           |  | M                              | V Amount (A) or (D) Price \$ 13.135                               | 84,761  | D  |   |
| Common                          | 10/02/2013                           |  | S                              | V Amount (A) or (D) Price \$ 20.4649                              | 4,761   | D  |   |
| Common                          | 09/25/2013                           |  | M                              | V Amount (A) or (D) Price \$ 0                                    | 127,167   | D  |   |
| Common                          |                                      |  |                                |   | 13,284  | I (2)  | See Footnote 2.                                       |

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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 <u>(3)</u>                   | \$ 11.695  | 10/02/2013                           |  | M                              | 40,000  | 09/23/2011 <sup>(4)</sup> 09/23/2020                     | Common  | 40,000                     |
| Option To Buy <u>(3)</u>                   | \$ 13.135  | 10/02/2013                           |  | M                              | 40,000  | 09/21/2012 <sup>(4)</sup> 09/21/2021                     | Common  | 40,000                     |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| RAYDEN MICHAEL W<br>C/O ASCENA RETAIL GROUP, INC.<br>30 DUNNIGAN DRIVE<br>SUFFERN, NY 10901 | X             |           | CEO, Tween Brands, Inc. |       |

## Signatures

/s/ Gene Wexler,  
Attorney-in-Fact

10/03/2013

\_\_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).

This transaction was executed in multiple trades ranging from \$20.14 to \$20.59. The price reported above reflects the weighted average

(1) 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) Shares by Diane Nye, Mr. Rayden's wife. Mr. Rayden disclaims ownership of these shares.

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- (3) Granted under the Company's 2010 Stock Incentive Plan.
- (4) Exercisable in four equal installments with the first installment on the date indicated.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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