

ALASKA AIR GROUP INC
Form 8-K
March 29, 2006

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): March 29, 2006

ALASKA AIR GROUP, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction

1-8957
(Commission File No.)

91-1292054
(I.R.S. Employer

of incorporation)

19300 International Boulevard, Seattle, Washington 98188

Identification Number)

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (206) 392-5040

Not Applicable

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

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- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01. Other Events.

On March 29, 2006, Alaska Air Group, Inc. announced that it has called for redemption on April 28, 2006 all of its outstanding Senior Convertible Notes due 2023 (the Notes). The aggregate principal amount of Notes outstanding is \$150 million.

Attached hereto as Exhibit 99.1 and incorporated herein by reference is a copy of the press release issued on March 29, 2006.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit 99.1 Press Release dated March 29, 2006.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ALASKA AIR GROUP, INC.

(Registrant)

Date: March 29, 2006

By: /s/ Brandon S. Pedersen
Name: Brandon S. Pedersen
Title: Staff Vice President/Finance and Controller

Date: March 29, 2006

By: /s/ Bradley D. Tilden
Name: Bradley D. Tilden
Title: Executive Vice President/Finance and

Chief Financial Officer

EXHIBIT INDEX

Exhibit 99.1 Press Release dated March 29, 2006.

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