

United Continental Holdings, Inc.  
 Form 4  
 November 26, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
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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 \*  
 MCDONALD PETER D

2. Issuer Name and Ticker or Trading Symbol  
 United Continental Holdings, Inc.  
 [UAL]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 P.O. BOX 66100 - HDQLD  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 11/25/2013

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Exec VP and COO

CHICAGO, IL 60666

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

(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)
			Code	V Amount (A) or (D) Price			
Common Stock	11/25/2013		M	43,867 A \$ 34.18	89,902	D	
Common Stock	11/25/2013		S <sup>(1)</sup>	43,867 D \$ 40	46,035	D	
Common Stock	11/25/2013		M	43,868 A \$ 35.65	89,903	D	
Common Stock	11/25/2013		S <sup>(1)</sup>	43,868 D \$ 40	46,035	D	
Common Stock	11/25/2013		M	43,868 A \$ 35.91	89,903	D	

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Common Stock      11/25/2013      S<sup>(1)</sup>      43,868      D      \$ 40      46,035      D

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)	8. Amount or Number of Shares
Option (Right to Buy)	\$ 34.18	11/25/2013		M	43,867	<u>(2)</u> (5) 01/31/2016	Common Stock	43,867
Option (Right to Buy)	\$ 35.65	11/25/2013		M	43,868	<u>(3)</u> (5) 01/31/2016	Common Stock	43,868
Option (Right to Buy)	\$ 35.91	11/25/2013		M	43,868	<u>(4)</u> (5) 01/31/2016	Common Stock	43,868

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MCDONALD PETER D P.O. BOX 66100 - HDQLD CHICAGO, IL 60666			Exec VP and COO	

## Signatures

/s/ Jennifer L. Kraft for Peter D. McDonald      11/26/2013

\*\*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).

- (1) The sale reported on this Form 4 was effected pursuant to a pre-established Rule 10b5-1 trading plan, adopted by the reporting person on August 8, 2013.
- (2) The options were granted on February 15, 2006.
- (3) The options were granted on March 2, 2006.
- (4) The options were granted on February 23, 2006.
- (5) The original options vested in equal installments on August 1, 2006; February 1, 2007; February 1, 2008; February 1, 2009; and February 1, 2010.

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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