

ALASKA AIR GROUP INC  
Form 8-K  
July 21, 2003

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**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): July 18, 2003

**ALASKA AIR GROUP, INC.**

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(Exact Name of Registrant as Specified in its Charter)

Delaware

1-8957

91-1292054

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(State or Other  
Jurisdiction  
of Incorporation)

(Commission File  
Number)

(IRS  
Employer Identification  
Number)

19300 Pacific Highway South, Seattle, Washington

98188

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(Address of Principal Executive Offices)

(Zip Code)

Registrant's telephone number, including area code

(206) 431-7040

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ITEM 5. OTHER EVENTS

On July 18, 2003, Alaska Air Group, Inc. issued a press release announcing the filing of a Shelf Registration Statement on Form S-1 with the Securities and Exchange Commission providing for the resale by security holders of up to \$150,000,000 original principal amount of the Company's issued and outstanding Senior Convertible Notes due 2023 and shares of common stock issuable upon conversion of the notes. The notes were originally issued in a private placement in March 2003

The press release is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by this reference.

ITEM 7. EXHIBITS

99.1 Press Release dated July 18, 2003

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**SIGNATURES**

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

ALASKA AIR GROUP, INC.

July 18, 2003

/s/ Terri K. Maupin

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Terri K. Maupin  
Staff Vice President/Finance and Controller

July 18, 2003

/s/ Bradley D. Tilden

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Bradley D. Tilden  
Executive Vice President/Finance and  
Chief Financial Officer

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EXHIBIT INDEX

<b>Exhibit No.</b>	<b>Description of Exhibit</b>
99.1	Press Release dated July 18, 2003