

Stock Split

March 16, 2012

Exchange/Memo ID: 202703



ALASKA AIR GROUP, INC. (ALK) - 2 FOR 1 STOCK SPLIT

Ex - Distribution Date: 03/19/2012

DESCRIPTION:

Alaska Air Group, Inc. (ALK) has announced a **2 for 1 stock split**. The Payable Date is March Friday, 16, 2012. The Record Date is Friday, March 2, 2012. **The Ex-distribution Date is Monday, March 19, 2012.**

Pursuant to Article VI, Section 11A, of OCC's By-Laws, all Alaska Air Group, Inc. options will be adjusted as follows:

Contract Adjustments:

Pursuant to the By-Laws of the Options Clearing Corporation ("OCC"), the below Alaska Air Group, Inc. options will be adjusted as follows.

Adjustment Date: Monday, March 19, 2012

Option Symbol: ALK remains ALK

Underlying Security: ALK remains ALK

CUSIP: ALK: 011659109

Contract Multiplier: 2

Strike Prices: Reduced by dividing the existing strikes by 2

New Multiplier: 100 (e.g. premium of 1.00 = \$100)

New Deliverable: 100 Alaska Air Group, Inc. (ALK) Common Shares

GTC Order Cancellation:

On Friday, March 16, 2012, immediately after the BOX close, all resting orders for ALK in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the adjusted ALK series, the BOX Participant will need to reenter the orders before the open on Monday, March 19, 2012.

Pricing Considerations:

Additional Exchange Info:

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
ALK	C/P	50.00	03/17/2012	ALK	C/P	25.00	03/17/2012
ALK	C/P	55.00	03/17/2012	ALK	C/P	27.50	03/17/2012
ALK	C/P	60.00	03/17/2012	ALK	C/P	30.00	03/17/2012
ALK	C/P	65.00	03/17/2012	ALK	C/P	32.50	03/17/2012
ALK	C/P	70.00	03/17/2012	ALK	C/P	35.00	03/17/2012
ALK	C/P	75.00	03/17/2012	ALK	C/P	37.50	03/17/2012
ALK	C/P	80.00	03/17/2012	ALK	C/P	40.00	03/17/2012
ALK	C/P	85.00	03/17/2012	ALK	C/P	42.50	03/17/2012
ALK	C/P	90.00	03/17/2012	ALK	C/P	45.00	03/17/2012
ALK	C/P	95.00	03/17/2012	ALK	C/P	47.50	03/17/2012
ALK	C/P	100.00	03/17/2012	ALK	C/P	50.00	03/17/2012
ALK	C/P	30.00	04/21/2012	ALK	C/P	15.00	04/21/2012

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
ALK	C/P	35.00	04/21/2012	ALK	C/P	17.50	04/21/2012
ALK	C/P	40.00	04/21/2012	ALK	C/P	20.00	04/21/2012
ALK	C/P	45.00	04/21/2012	ALK	C/P	22.50	04/21/2012
ALK	C/P	50.00	04/21/2012	ALK	C/P	25.00	04/21/2012
ALK	C/P	55.00	04/21/2012	ALK	C/P	27.50	04/21/2012
ALK	C/P	60.00	04/21/2012	ALK	C/P	30.00	04/21/2012
ALK	C/P	65.00	04/21/2012	ALK	C/P	32.50	04/21/2012
ALK	C/P	70.00	04/21/2012	ALK	C/P	35.00	04/21/2012
ALK	C/P	75.00	04/21/2012	ALK	C/P	37.50	04/21/2012
ALK	C/P	80.00	04/21/2012	ALK	C/P	40.00	04/21/2012
ALK	C/P	85.00	04/21/2012	ALK	C/P	42.50	04/21/2012
ALK	C/P	90.00	04/21/2012	ALK	C/P	45.00	04/21/2012
ALK	C/P	95.00	04/21/2012	ALK	C/P	47.50	04/21/2012
ALK	C/P	100.00	04/21/2012	ALK	C/P	50.00	04/21/2012
ALK	C/P	105.00	04/21/2012	ALK	C/P	52.50	04/21/2012
ALK	C/P	110.00	04/21/2012	ALK	C/P	55.00	04/21/2012
ALK	C/P	35.00	07/21/2012	ALK	C/P	17.50	07/21/2012
ALK	C/P	40.00	07/21/2012	ALK	C/P	20.00	07/21/2012
ALK	C/P	45.00	07/21/2012	ALK	C/P	22.50	07/21/2012
ALK	C/P	50.00	07/21/2012	ALK	C/P	25.00	07/21/2012
ALK	C/P	55.00	07/21/2012	ALK	C/P	27.50	07/21/2012
ALK	C/P	60.00	07/21/2012	ALK	C/P	30.00	07/21/2012
ALK	C/P	65.00	07/21/2012	ALK	C/P	32.50	07/21/2012
ALK	C/P	70.00	07/21/2012	ALK	C/P	35.00	07/21/2012
ALK	C/P	75.00	07/21/2012	ALK	C/P	37.50	07/21/2012
ALK	C/P	80.00	07/21/2012	ALK	C/P	40.00	07/21/2012
ALK	C/P	85.00	07/21/2012	ALK	C/P	42.50	07/21/2012
ALK	C/P	90.00	07/21/2012	ALK	C/P	45.00	07/21/2012
ALK	C/P	95.00	07/21/2012	ALK	C/P	47.50	07/21/2012
ALK	C/P	100.00	07/21/2012	ALK	C/P	50.00	07/21/2012
ALK	C/P	105.00	07/21/2012	ALK	C/P	52.50	07/21/2012
ALK	C/P	110.00	07/21/2012	ALK	C/P	55.00	07/21/2012
ALK	C/P	35.00	10/20/2012	ALK	C/P	17.50	10/20/2012
ALK	C/P	40.00	10/20/2012	ALK	C/P	20.00	10/20/2012
ALK	C/P	45.00	10/20/2012	ALK	C/P	22.50	10/20/2012
ALK	C/P	50.00	10/20/2012	ALK	C/P	25.00	10/20/2012
ALK	C/P	55.00	10/20/2012	ALK	C/P	27.50	10/20/2012
ALK	C/P	60.00	10/20/2012	ALK	C/P	30.00	10/20/2012
ALK	C/P	65.00	10/20/2012	ALK	C/P	32.50	10/20/2012
ALK	C/P	70.00	10/20/2012	ALK	C/P	35.00	10/20/2012
ALK	C/P	75.00	10/20/2012	ALK	C/P	37.50	10/20/2012
ALK	C/P	80.00	10/20/2012	ALK	C/P	40.00	10/20/2012
ALK	C/P	85.00	10/20/2012	ALK	C/P	42.50	10/20/2012
ALK	C/P	90.00	10/20/2012	ALK	C/P	45.00	10/20/2012
ALK	C/P	95.00	10/20/2012	ALK	C/P	47.50	10/20/2012

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
ALK	C/P	100.00	10/20/2012	ALK	C/P	50.00	10/20/2012

Questions regarding this memo can be addressed to the BOX Market Operations Center at 617-235-2291 or toll free at 1-866-768-8845.