

ALASKA AIR GROUP, INC.
Form DEFA14A
April 01, 2016

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the

Securities Exchange Act of 1934

Filed by the Registrant Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
 - Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
 - Definitive Proxy Statement
 - Definitive Additional Materials
 - Soliciting Material Pursuant to §240.14a-12
- Alaska Air Group, Inc.

(Name of Registrant as Specified In Its Charter)

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*** Exercise Your Right to Vote ***Important Notice Regarding the Availability of Proxy Materials for the Stockholder Meeting to Be Held on May 12, 2016.Meeting InformationALASKA AIR GROUP, INC.Meeting Type: Annual MeetingFor holders as of: March 18, 2016Date: May 12, 2016 Time: 2:00 PM Pacific TimeLocation:Meeting live via the Internet-please visitalk.onlineshareholdermeeting.com.The company will be hosting the meeting live via the Internet this year. To attend the meeting via the Internet please visit alk.onlineshareholdermeeting.com and be sure to have the information that is printed in the box marked by the arrow (located on the following page)..XXXX XXXX XXXX XXXXALASKA AIR GROUP, INC.P.O. BOX 68947SEATTLE, WA 98168You are receiving this communication because you hold shares in the company named above. This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side). We encourage you to access and review all of the important information contained in the proxy materials before voting.E06115-P72185See the reverse side of this notice to obtain proxy materials and voting instructions.

Before You Vote How to Access the Proxy Materials Proxy Materials Available to VIEW or RECEIVE: PROXY STATEMENT AND FORM 10-K How to View Online: Have the information that is printed in the box marked by the arrow (located on the following page) and visit: www.proxyvote.com. How to Request and Receive a PAPER or E-MAIL Copy: If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request: 1) BY INTERNET: www.proxyvote.com 2) BY TELEPHONE: 1-800-579-1639 3) BY E-MAIL*: sendmaterial@proxyvote.com* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow (located on the following page) in the subject line..XXXX XXXX XXXX XXXX.XXXX XXXX XXXX XXXX Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 28, 2016 to facilitate timely delivery. How To Vote E06116-P72185 Please Choose One of the Following Voting Methods Vote By Internet: Before The Meeting: Go to www.proxyvote.com. Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions. During The Meeting: Go to alk.onlineshareholdermeeting.com. Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions. Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

XXXX XXXX XXXX XXXX.XXXX XXXX XXXX XXXX Voting Items The Board of Directors recommends a vote FOR all the nominees listed and a vote FOR Proposals 2, 3 and 4.1. Election of Directors 2. Advisory vote to approve the compensation of the Company's Named Executive Officers. Nominees: 3. Approve the Company's new 2016 Performance Incentive Plan. 1a. Patricia M. Bedient 4. Ratification of the appointment of KPMG LLP as the Company's independent registered public accountants for the fiscal year 2016. 1b. Marion C. Blakey 1c. Phyllis J. Campbell NOTE: Such other business as may properly come before the meeting or any adjournment thereof. 1d. Dhiren R. Fonseca 1e. Jessie J. Knight, Jr. 1f. Dennis F. Madsen 1g. Helvi K. Sandvik 1h. Katherine J. Savitt E06117-P72185 1i. J. Kenneth Thompson 1j. Bradley D. Tilden 1k. Eric K. Yeaman E06118-P72185

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