TAGUE JOHN P Form 4 October 05, 2010

FORM 4

Form 5

1(b).

obligations

may continue.

See Instruction

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

Check this box if no longer subject to Section 16. Form 4 or

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 <u>*</u> TAGUE JOHN P

2. Issuer Name **and** Ticker or Trading Symbol

United Continental Holdings, Inc.

[UAL]

(Last) (First) (Middle)

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

P.O. BOX 66100 - HDQLD 10/01/2010

(Street) 4. If Ame

4. If Amendment, Date Original Filed(Month/Day/Year)

below) below)
EVP / President of UA

6. Individual or Joint/Group Filing(Check

5. Relationship of Reporting Person(s) to

(Check all applicable)

_X__ Officer (give title __X__ Other (specify

10% Owner

OMB APPROVAL

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January 31,

2005

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Applicable Line)
X Form filed by One Reporting Person
___ Form filed by More than One Reporting

Person

Issuer

Director

CHICAGO, IL 60666

(City)	(State)	(Zip) Tabl	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) our Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code V	Amount	(A) or (D)	Price \$	Transaction(s) (Instr. 3 and 4)	(Instr. 4)		
Common Stock	10/01/2010		D	6,500	D	22.33 (1)	0	D		
Common Stock	10/01/2010		M	146,334	A	\$ 22.33 (1)	146,334	D		
Common Stock	10/01/2010		D	146,334	D	\$ 22.33 (1)	0	D		
Common Stock	10/01/2010		M	98,334	A	\$ 4.86	98,334	D		

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Common Stock	10/01/2010	M	31,000	A	\$ 7.22 129,334	D
Common Stock	10/01/2010	S	129,334	D	\$ 24.42 0	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 orDerivative 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)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Restricted Stock Units	<u>(1)</u> <u>(3)</u>	10/01/2010		M		146,334	<u>(1)</u>	<u>(1)</u>	Common Stock	146,33
Option (Right to Buy)	\$ 4.86	10/01/2010		M		98,334	<u>(4)</u>	03/31/2019	Common Stock	98,334
Option (Right to Buy)	\$ 7.22	10/01/2010		M		31,000	<u>(4)</u>	06/10/2018	Common Stock	31,000

Reporting Owners

**Signature of Reporting Person

Reporting Owner Name / Address	Kelationships							
	Director	10% Owner	Officer	Other				
TAGUE JOHN P								
P.O. BOX 66100 - HDQLD			EVP	President of UA				

CHICAGO, IL 60666

Signatures

/s/ Lydia J. Mathas for John P. 10/05/2010 Tague

Reporting Owners 2

Date

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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).
- Pursuant to the terms of the Management Retention Agreement, upon the closing date of the merger between JT Merger Sub, Inc. and
 Continental Airlines, Inc., the restricted shares and restricted stock units held by Mr. Tague were converted into a fixed amount in cash based on the average closing price of UAL Corporation common stock over the 20 trading days ended September 30, 2010. The fixed amount in cash became fully vested upon the termination of employment of Mr. Tague.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$24.41 to \$24.51, inclusive. The reporting person undertakes to provide to UAL Corp., any security holder of UAL Corp., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnote (2) to this Form 4.
- (3) Each restricted stock unit represented the economic equivalent of one share of common stock.
- (4) Pursuant to the terms of the Management Retention Agreement, the option became fully vested upon the termination of employment of Mr. Tague.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.