

Western Union CO  
Form 4  
October 03, 2006

**FORM 4**

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

OMB APPROVAL

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**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 \*  
**GOLD CHRISTINA A**

(Last) (First) (Middle)  
**12500 EAST BELFORD AVENUE**  
  
(Street)

**ENGLEWOOD, CO 80112**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Western Union CO [WU]**

3. Date of Earliest Transaction (Month/Day/Year)  
**09/29/2006**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Chief Executive Officer**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 Ownership (Instr. 4)
Common Stock	09/29/2006		A	(A) or (D) Price	132,319 (1) \$ 0 327,627 (2)	D	
Common Stock					20	I	By spouse

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

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SEC 1474 (9-02)

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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 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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option (Right to Buy)	\$ 19.13	09/29/2006		A	957,598	<sup>(3)</sup> 09/29/2016	Common Stock 957,59
Employee Stock Option (Right to Buy)	\$ 18.49	09/29/2006		A	329,325 <sup>(4)</sup>	<sup>(5)</sup> 05/20/2012	Common Stock 329,32
Employee Stock Option (Right to Buy)	\$ 15.63	09/29/2006		A	164,662 <sup>(4)</sup>	<sup>(5)</sup> 02/05/2013	Common Stock 164,66
Employee Stock Option (Right to Buy)	\$ 18.59	09/29/2006		A	219,550 <sup>(4)</sup>	<sup>(5)</sup> 02/25/2014	Common Stock 219,55
Employee Stock Option (Right to Buy)	\$ 18.25	09/29/2006		A	329,325 <sup>(4)</sup>	<sup>(5)</sup> 02/23/2015	Common Stock 329,32
Employee Stock Option (Right to Buy)	\$ 20.65	09/29/2006		A	548,875 <sup>(4)</sup>	<sup>(6)</sup> 02/22/2016	Common Stock 548,87

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

