

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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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
**GREENBERG JACK M**

(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)  
Non-Executive Chairman

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)
				(A) or (D) Price			
Common Stock	09/29/2006		A	8,659 A \$ 0	8,659	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)**

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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)	8. Amount or Number of Shares
Director Stock Option (Right to Buy)	\$ 19.13	09/29/2006		A	62,659	<u>(1)</u> 09/29/2016	Common Stock	62,659
Director Stock Option (Right to Buy)	\$ 18.67	09/29/2006		A	43,910 <u>(2)</u>	<u>(1)</u> 09/30/2013	Common Stock	43,910
Director Stock Option (Right to Buy)	\$ 17.05	09/29/2006		A	7,332 <u>(2)</u>	<u>(1)</u> 12/10/2013	Common Stock	7,332
Director Stock Option (Right to Buy)	\$ 17.92	09/29/2006		A	27,902 <u>(2)</u>	<u>(1)</u> 02/25/2014	Common Stock	27,902
Director Stock Option (Right to Buy)	\$ 20.12	09/29/2006		A	17,564 <u>(2)</u>	<u>(1)</u> 05/19/2014	Common Stock	17,564
Director Stock Option (Right to Buy)	\$ 18.5	09/29/2006		A	27,033 <u>(2)</u>	<u>(1)</u> 02/23/2015	Common Stock	27,033
Director Stock Option (Right to Buy)	\$ 17.33	09/29/2006		A	17,564 <u>(2)</u>	<u>(1)</u> 05/11/2015	Common Stock	17,564
	\$ 17.33	09/29/2006		A		<u>(1)</u> 05/11/2015		6,922

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Director Stock Option (Right to Buy)				6,922 <u>(2)</u>				Common Stock	
Director Stock Option (Right to Buy)	\$ 20.03	09/29/2006	A	17,976 <u>(2)</u>	<u>(1)</u>	02/08/2016	Common Stock	17,976	
Director Stock Option (Right to Buy)	\$ 21.67	09/29/2006	A	17,564 <u>(2)</u>	<u>(1)</u>	05/10/2016	Common Stock	17,564	
Director Stock Option (Right to Buy)	\$ 21.67	09/29/2006	A	6,461 <u>(2)</u>	<u>(1)</u>	05/10/2016	Common Stock	6,461	
Director Stock Option (Right to Buy)	\$ 21.28	09/29/2006	A	6,577 <u>(2)</u>	<u>(1)</u>	06/01/2016	Common Stock	6,577	
Director Stock Option (Right to Buy)	\$ 20.63	09/29/2006	A	6,788 <u>(2)</u>	<u>(1)</u>	07/03/2016	Common Stock	6,788	
Director Stock Option (Right to Buy)	\$ 19.49	09/29/2006	A	7,181 <u>(2)</u>	<u>(1)</u>	08/01/2016	Common Stock	7,181	
Director Stock Option (Right to Buy)	\$ 19.8	09/29/2006	A	7,071 <u>(2)</u>	<u>(1)</u>	09/01/2016	Common Stock	7,071	

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

GREENBERG JACK M  
12500 EAST BELFORD AVENUE X  
ENGLEWOOD, CO 80112

Non-Executive Chairman

## Signatures

/s/ Sarah J. Kilgore as Attorney-in-Fact for Jack M.  
Greenberg

10/03/2006

\*\*Signature of Reporting Person

Date

## 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).

(1) This option is exercisable in full.

- Represents option acquired by reporting person as a result of the adjustment of an option to purchase shares of First Data Corporation
- (2) common stock held by the reporting person. This adjustment occurred pursuant to the terms of the Employee Matters Agreement, dated September 29, 2006, between The Western Union Company and First Data Corporation.

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.