

Western Union CO  
Form 4  
August 27, 2008

**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 \*  
MARSH IAN K

(Last) (First) (Middle)

THE WESTERN UNION  
COMPANY, 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)  
08/25/2008

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)  
EVP & Mnging Dir. Asia Pac. Re

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 Indirect Beneficial Ownership (Instr. 4)			
				(A) or (D)	Price					
Common Stock	08/25/2008		M <sup>(1)</sup>	V	76,842	A	\$ 18.66	102,394	D	
Common Stock	08/25/2008		S <sup>(1)</sup>		76,842	D	\$ 27.94	25,552	D	
Common Stock	08/25/2008		M <sup>(2)</sup>		23,158	A	\$ 19.07	48,710	D	
Common Stock	08/25/2008		S <sup>(1)</sup>		8,268	D	\$ 27.94	40,442	D	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

**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 or Number of Shares
Employee Stock Option (Right to Buy)	\$ 18.66	08/25/2008		M <sup>(1)</sup>	76,842	<u>(3)</u>	03/01/2014	Common Stock	76,842
Employee Stock Option (Right to Buy)	\$ 19.07	08/25/2008		M <sup>(2)</sup>	23,158	<u>(4)</u>	12/08/2014	Common Stock	23,158

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MARSH IAN K THE WESTERN UNION COMPANY 12500 EAST BELFORD AVENUE ENGLEWOOD, CO 80112			EVP & Mnging Dir. Asia Pac. Re	

## Signatures

Sarah J. Kilgore, As Attorney-in-Fact for Ian K. Marsh  
08/27/2008

\_\_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)

## Edgar Filing: Western Union CO - Form 4

The transactions reported on this line were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on July 24, 2008.

- (2) 8,268 shares of the transactions reported on this line were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on July 24, 2008.
- (3) This option vested in a 25% installment on March 1, 2005, and the remaining 75% was vested on December 22, 2005.
- (4) This option vested in a 25% installment on December 8, 2005, and the remaining 75% was vested on December 22, 2005.

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.