

WESTERN UNION CO

Reported by
ALMEIDA ODILON

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 03/24/14 for the Period Ending 03/07/14

Address	12500 EAST BELFORD AVENUE ENGLEWOOD, CO 80112
Telephone	(720) 332-3361
CIK	0001365135
Symbol	WU
SIC Code	7389 - Business Services, Not Elsewhere Classified
Industry	Business Services
Sector	Services
Fiscal Year	12/31

FORM 4

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

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
or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *			2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
Almeida Odilon			Western Union CO [WU]		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) EVP & Pres, Americas & Europe	
(Last) (First) (Middle)			3. Date of Earliest Transaction (MM/DD/YYYY)			
THE WESTERN UNION COMPANY, 12500 EAST BELFORD AVENUE			3/7/2014			
(Street)			4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
ENGLEWOOD, CO 80112					<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)						

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	3/7/2014		M (1)		19336.0000	A	\$14.0000	56507.0000	D	
Common Stock	3/7/2014		M (1)		4125.0000	A	\$11.8600	60632.0000	D	
Common Stock	3/7/2014		S (1)		5166.0000	D	\$17.0000	55466.0000	D	
Common Stock	3/7/2014		S (1)		23461.0000	D	\$17.0000	32005.0000	D	

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Buy)	\$11.8600	3/7/2014		M (1)		4125.0000	(2)	2/17/2019	Common Stock	4125.0000	\$0.0000	0.0000	D	
Employee Stock Option (Right to Buy)	\$14.0000	3/7/2014		M (1)		19336.0000	(3)	2/20/2023	Common Stock	19336.0000	\$0.0000	58008.0000	D	

Explanation of Responses:

- (1) The transactions reported on this Form 4 were effected pursuant to a 10(b)5-1 trading plan adopted by the reporting person on November 25, 2013.
- (2) This option has been exercised in full.
- (3) This option vested in a 25% installment on February 20, 2014, and the remainder vests in 25% installments on February 20, 2015, 2016, and 2017.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Almeida Odilon THE WESTERN UNION COMPANY 12500 EAST BELFORD AVENUE ENGLEWOOD, CO 80112			EVP & Pres, Americas & Europe	

Signatures**Darren Dragovich, As Attorney-in-Fact****3/24/2014**

** Signature of Reporting Person

Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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