

Western Union CO
Form 4
October 31, 2007

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
BATTISTA GUY A

(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)
10/29/2007

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 & Pres. WU Fin. Svcs Inc.

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)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	10/29/2007		M			40,247	A	\$ 6.09	151,129	D	
Common Stock	10/29/2007		S			300	D	\$ 21.56	150,829	D	
Common Stock	10/29/2007		S			400	D	\$ 21.57	150,429	D	
Common Stock	10/29/2007		S			3,900	D	\$ 21.57	146,529	D	
Common Stock	10/29/2007		S			100	D	\$ 21.58	146,429	D	

Edgar Filing: Western Union CO - Form 4

Common Stock	10/29/2007	S	1,000	D	\$ 21.58	145,429	D
Common Stock	10/29/2007	S	4,000	D	\$ 21.59	141,429	D
Common Stock	10/29/2007	S	500	D	\$ 21.64	140,929	D
Common Stock	10/29/2007	S	1,000	D	\$ 21.65	139,929	D
Common Stock	10/29/2007	S	1,945	D	\$ 21.66	137,984	D
Common Stock	10/29/2007	S	100	D	\$ 21.67	137,884	D
Common Stock	10/29/2007	S	4,500	D	\$ 21.67	133,384	D
Common Stock	10/29/2007	S	1,600	D	\$ 21.68	131,784	D
Common Stock	10/29/2007	S	300	D	\$ 21.69	131,484	D
Common Stock	10/29/2007	S	1,100	D	\$ 21.69	130,384	D
Common Stock	10/29/2007	S	1,900	D	\$ 21.7	128,484	D
Common Stock	10/29/2007	S	4,000	D	\$ 21.71	124,484	D
Common Stock	10/29/2007	S	500	D	\$ 21.72	123,984	D
Common Stock	10/29/2007	S	2,000	D	\$ 21.72	121,984	D
Common Stock	10/29/2007	S	600	D	\$ 21.73	121,384	D
Common Stock	10/29/2007	S	3,800	D	\$ 21.73	117,584	D
Common Stock	10/29/2007	S	1,002	D	\$ 21.74	116,582	D
Common Stock	10/29/2007	S	500	D	\$ 21.75	116,082	D
Common Stock	10/29/2007	S	100	D	\$ 21.76	115,982	D
Common Stock	10/29/2007	S	200	D	\$ 21.77	115,782	D
	10/29/2007	S	4,500	D		111,282	D

Edgar Filing: Western Union CO - Form 4

Common Stock					\$ 21.82			
Common Stock	10/29/2007		S	400	D	\$ 21.86	110,882	D
Common Stock							2,494	I
								Through 401(k) Plan

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.

SEC 1474
(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)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Employee Stock Option (Right to Buy)	\$ 6.09	10/29/2007		M	32,932	<u>(1)</u> 01/21/2008	Common Stock	0
Employee Stock Option (Right to Buy)	\$ 6.09	10/29/2007		M	7,315	<u>(2)</u> 01/21/2008	Common Stock	0

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BATTISTA GUY A THE WESTERN UNION COMPANY 12500 EAST BELFORD AVENUE			EVP & Pres. WU Fin. Svcs Inc.	

ENGLEWOOD, CO 80112

Signatures

Sarah J. Kilgore, As Attorney-in-Fact for Guy A.
Battista

10/31/2007

__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) The option vested in four equal installments on January 21, 1999, 2000, 2001 and 2002.
 - (2) The option vested in three equal installments on January 21, 1999, 2000 and 2001.

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.