FINKELSTEIN PAUL
Form 4
May 13, 2010

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

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
FINKELSTEIN PAUL

(Last) (First) (Middle)

7201 METRO BOULEVARD

(Street)

MINNEAPOLIS, MN 55439

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
REGIS CORP [RGS]

3. Date of Earliest Transaction (Month/Day/Year)
05/11/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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	05/11/2010		M		69,200	A	$ 15.125	296,559	D	
Common Stock	05/11/2010		S		400	D	$ 18.5	296,159	D	
Common Stock	05/11/2010		S		700	D	$ 18.505	295,459	D	
Common Stock	05/11/2010		S		2,100	D	$ 18.51	293,359	D	
Common Stock	05/11/2010		S		900	D	$ 18.52	292,459	D	

Common Stock	05/11/2010	S	18.528	D	$ 100	292,359	D
Common Stock	05/11/2010	S	400	D	$ 18.535	291,959	D
Common Stock	05/11/2010	S	469	D	$ 18.54	291,490	D
Common Stock	05/11/2010	S	200	D	$ 18.545	291,290	D
Common Stock	05/11/2010	S	100	D	$ 18.547	291,190	D
Common Stock	05/11/2010	S	600	D	$ 18.555	290,590	D
Common Stock	05/11/2010	S	500	D	$ 18.56	290,090	D
Common Stock	05/11/2010	S	800	D	$ 18.57	289,290	D
Common Stock	05/11/2010	S	1,100	D	$ 18.58	288,190	D
Common Stock	05/11/2010	S	400	D	$ 18.585	287,790	D
Common Stock	05/11/2010	S	2,100	D	$ 18.59	285,690	D
Common Stock	05/11/2010	S	800	D	$ 18.6	284,890	D
Common Stock	05/11/2010	S	1,200	D	$ 18.605	283,690	D
Common Stock	05/11/2010	S	10,400	D	$ 18.61	273,290	D
Common Stock	05/11/2010	S	800	D	$ 18.615	272,490	D
Common Stock	05/11/2010	S	500	D	$ 18.62	271,990	D
Common Stock	05/11/2010	S	500	D	$ 18.625	271,490	D
Common Stock	05/11/2010	S	100	D	$ 18.635	271,390	D
Common Stock	05/11/2010	S	1,000	D	$ 18.64	270,390	D
Common Stock	05/11/2010	S	2,160	D	$ 18.65	268,230	D
	05/11/2010	S	3,638	D	$ 18.66	264,592	D

Common Stock								
Common Stock	05/11/2010		S	2,500	D	$ 18.665	262,092	D
Common Stock	05/11/2010		S	4,431	D	$ 18.67	257,661	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)

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)	$ 15.125	05/11/2010		M			69,200	10/31/2005	10/31/2010	Common Stock	69,200

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FINKELSTEIN PAUL 7201 METRO BOULEVARD MINNEAPOLIS, MN 55439			Chief Executive Officer	

Signatures

Eric A. Bakken, by power of attorney	05/13/2010
**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).

Remarks:

Form 1 of 2

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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