

WESTERN UNION CO

Reported by
WILLIAMS RICHARD L

FORM 3

(Initial Statement of Beneficial Ownership)

Filed 03/28/13 for the Period Ending 03/18/13

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 3

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

OMB APPROVAL
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INITIAL STATEMENT OF 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 * Williams Richard L	2. Date of Event Requiring Statement (MM/DD/YYYY) 3/18/2013	3. Issuer Name and Ticker or Trading Symbol Western Union CO [WU]
(Last) (First) (Middle) THE WESTERN UNION COMPANY, 12500 EAST BELFORD AVENUE	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Interim Chief Human Res. Ofcr. /	
(Street) ENGLEWOOD, CO 80112	5. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) <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 Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	25137.0000 (1)	D	

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (Right to Buy)	(2)	2/20/2023	Common Stock	21657.0000	\$14.0000	D	
Employee Stock Option (Right to Buy)	(3)	2/9/2020	Common Stock	10985.0000	\$16.1400	D	
Employee Stock Option (Right to Buy)	(4)	2/23/2022	Common Stock	14029.0000	\$17.8600	D	
Employee Stock Option (Right to Buy)	(5)	5/3/2020	Common Stock	4100.0000	\$18.2200	D	
Employee Stock Option (Right to Buy)	(6)	2/24/2021	Common Stock	4257.0000	\$21.0000	D	

Explanation of Responses:

- (1) Includes restricted stock unit awards for 1,470 shares, 2,881 shares, 7,878 shares, and 10,050 shares which vest in full, if the executive is employed by the Company at the time, on May 3, 2013, February 24, 2014, February 23, 2015 and February 20, 2016, respectively.
- (2) This option vests in 25% installments on February 20, 2014, 2015, 2016 and 2017.
- (3) This option vested in 25% installments on February 9, 2011, 2012, and 2013, and the remainder vests on February 9, 2014.
- (4) This option vested in a 25% installment on February 23, 2013, and the remainder vests in 25% installments on February 23, 2014, 2015 and 2016.
- (5) This option vested in 25% installments on May 3, 2011 and 2012, and the remainder vests in 25% installments on May 3, 2013 and 2014.
- (6) This option vested in 25% installments on February 24, 2012 and 2013, and the remainder vests in 25% installments on February 24, 2014 and 2015.

Remarks:

poarichardwilliams.txt

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Williams Richard L THE WESTERN UNION COMPANY 12500 EAST BELFORD AVENUE ENGLEWOOD, CO 80112			Interim Chief Human Res. Ofcr.	

Signatures

Darren Dragovich, As Attorney-in-Fact

3/28/2013

** 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 5(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.

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.

The Western Union Company

Power of Attorney

Know all by these presents, that the undersigned hereby constitutes and appoints each of Darren Dragovich and Christopher Gaskill signing singly, the undersigneds true and lawful attorney in fact to:

(1) execute for and on behalf of the undersigned, in the undersigneds capacity as an officer of The Western Union Company (the Company), Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules hereunder;

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4, or 5 and timely file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney in fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney in fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney in fact may approve in such attorney in fact's discretion.

The undersigned hereby grants to each such attorney in fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney in fact, or such attorney in fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys in fact, in servicing in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigneds responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4, and 5 with respect to the undersigneds holdings of any transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys in fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 25th day of March, 2013.

/s/ Richard L. Williams