

FINKELSTEIN PAUL  
Form 4  
May 13, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2010  
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 \*  
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 Ownership (Instr. 4)
			Code	V	Amount or 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

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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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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)		
				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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