Rowe Zane Form 4 March 01, 2011

FORM 4

Check this box

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

if no longer subject to Section 16. Form 4 or

Form 5 obligations may continue. See Instruction

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(b).

OMB APPROVAL

OMB Number:

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January 31, 2005

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response...

0.5

Beneficial

Ownership

1. Name and Address of Reporting Person ** Rowe Zane			Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			United Continental Holdings, Inc. [UAL]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	Director 10% Owner X Officer (give title Other (specify			
P.O. BOX 66100 - HDQLD			02/25/2011	below) below) Exec VP and CFO			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
CHICAGO,	IL 60666		Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Report: Form filed by More than C Person				
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Ac	cauired. Disposed of, or Beneficially Owned			

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1 Title of 2. Transaction Date 2A. Deemed 4. Securities Acquired 5. Amount of 6. Ownership 7. Nature of

	1.11110 01	2. Hansaction Date	ZA. Decilica	٥.		T. SCCUIII.	ics Acc	quircu	J. Amount of	o. Ownership	7. Ivaluic
	Security	(Month/Day/Year)	Execution Date, if	Transaction(A) or Disposed of			Securities	Form: Direct	Indirect		
	(Instr. 3)		any	Code		(D)			Beneficially	(D) or	Beneficia
			(Month/Day/Year)	(Instr. 8)		(Instr. 3, 4 and 5)			Owned	Indirect (I)	Ownershi
									Following	(Instr. 4)	(Instr. 4)
							()		Reported		
					(A)			Transaction(s)			
				G 1			or	ъ.	(Instr. 3 and 4)		
				Code	V	Amount	(D)	Price			
	Common	02/25/2011		٨		25,052	٨	\$ 0	29,253	D	
	Stock	02/23/2011		Α		(1)	A	\$ U	29,233	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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

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1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exer	cisable and	7. Titl	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secur
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securi	ities	(Instr. 5)	Bene
	Derivative				Securities	3		(Instr.	3 and 4)		Own
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									Amount		
									or		
							Expiration Date	Title	Number		
									of		
				Code V	(A) (D)				Shares		

Reporting Owners

Relationships Reporting Owner Name / Address

> Director 10% Owner Officer Other

Rowe Zane

P.O. BOX 66100 - HDQLD Exec VP and CFO

CHICAGO, IL 60666

Signatures

/s/ Lydia J. Mathas for Zane C. 03/01/2011 Rowe

**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) Restricted stock vests in three equal annual installments beginning on February 25, 2012.

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.

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