## SEC Form 4

# STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP 

| OMB Number: | 3235-0287 |
| :--- | ---: |
| Estimated average burden <br> hours per response: | 0.5 |

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 ${ }^{\star}$ Pfeifle Jeffrey. |  |  | 2. Issuer Name and Ticker or Trading Symbol <br> J CREW GROUP INC [ JCG ] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Last) | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 05/31/2007 | President ${ }^{\text {below) }}$ |  |  |
| C/O J. CREW GROUP, INC. |  |  |  |  |  |  |
| 770 BROADWAY |  |  |  |  |  |  |
| (Street) |  |  | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) |  |  |
|  |  |  | Line) X | Form filed by One | ng Person |
|  |  |  |  |  | Form filed by Mor Person | ne Reporting |
| (City) | (State) | (Zip) |  |  |  |  |

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 <br> (D) | Price |  |  |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | M |  | 30,000 | A | \$3.53 | 539,141 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.1024 ${ }^{(3)}$ | 536,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.15 ${ }^{(3)}$ | $534,141^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.2392 ${ }^{(3)}$ | 531,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.3 ${ }^{(3)}$ | 529,141 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.5 ${ }^{(3)}$ | 526,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.55 ${ }^{(3)}$ | $524,141^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$43.75 ${ }^{(3)}$ | 521,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 1,500 | D | \$43.98 ${ }^{(3)}$ | 520,141 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$44 ${ }^{(3)}$ | 517,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$44.1 ${ }^{(3)}$ | 515,141 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,500 | D | \$44.25 ${ }^{(3)}$ | 512,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 2,000 | D | \$44.5 ${ }^{(3)}$ | 510,641 ${ }^{(1)}$ | D |  |
| Common Stock par value \$0.01 | 05/31/2007 |  | $\mathrm{S}^{(2)}$ |  | 1,500 | D | \$44.6 ${ }^{(3)}$ | 509,141 ${ }^{(1)}$ | D |  |

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. <br> 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 <br> Derivative <br> Securities <br> Acquired <br> (A) or <br> Disposed of (D) (Instr. <br> 3, 4 and 5) |  | 6. Date Exercisable and Expiration Date (Month/Day/Year) |  | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) |  | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. <br> Ownership Form: Direct (D) or Indirect <br> (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock Option (right to purchase) | \$3.53 | 05/31/2007 |  | M |  |  | 30,000 | (4) | 02/20/2013 | Common Stock | 30,000 | \$0 | 95,301 ${ }^{(5)}$ | D |  |

## Explanation of Responses:


 May 15, 2012.
2. The sales reported in this Form 4 were made pursuant to a Rule 10b5-1 trading plan entered into by Mr. Pfeifle on March 16, 2007.
3. The sales prices reported on this Form 4 are averages of prices from multiple transactions. Please see Schedule A filed herewith as Exhibit 99.1 for individual transaction volumes and prices.
4. The options were exercisable as of February 1, 2007.
5. 14, 300 of the options were exercisable on February 1, 2007 and 81,001 of the options will vest and become exercisable on February 1, 2008.

## Remarks:

(6) Arlene S. Hong is signing on behalf of Jeffrey Pfeifle pursuant to an authorization and designation letter previously filed with the SEC.

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 4 (b)(v).
** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78 ff(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 Number.

Schedule A

Block 1
Quantity
Price
-----

| 600 | 43.11 |
| :--- | :--- |
| 100 | 43.10 |
| 1200 | 43.10 |
| 100 | 43.10 |
| 500 | 43.10 |

Block 2
Quantity
200
Price
43.15

200
100
43.15

2000
43.15

Block 3
Quantity

2300
200
Block 4
Quantity
2500
Price
43.24
43.23

| Block 5 <br> Quantity | Price |
| :--- | :--- |
|  | ------ |
| 200 | 43.50 |
| 100 | 43.50 |
| 200 | 43.50 |
| 400 | 43.50 |
| 400 | 43.50 |
| 200 | 43.50 |
| 200 | 43.50 |
| 300 | 43.50 |
| 200 | 43.50 |
| 100 | 43.50 |
| 200 | 43.50 |

Block 6
Quantity

600
1900
. 55

Block 7
Quantity
Price
-----
100
200
500
500
100
500
500
100

Block 8
Quantity

1500
43.98

Block 9
Quantity
Price
44.00

Block 10

| 100 | 44.10 |
| :--- | :--- |
| 100 | 44.10 |
| 600 | 44.10 |
| 600 | 44.10 |
| 1100 | 44.10 |

Block 11
Quantity
Price
$100 \quad 44.25$
2400
44.25

Block 12
Quantity
Price

| 100 | 44.50 |
| :--- | :--- |
| 1900 | 44.50 |

Block 13
Quantity
Price
$100 \quad 44.60$
1400
44.60

