RYANAIR HOLDINGS PLC Form 6-K July 29, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16 of the Securities Exchange Act of 1934

For the month of July 2004

RYANAIR HOLDINGS PLC (Translation of registrant's name into English)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F....

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2 (b) under the Securities Exchange Act of 1934.

Yes ..... No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

#### RYANAIR ANNOUNCES NEW STAFF SHARE OPTIONS PLAN

Ryanair, Europe's No.1 low fares airline, today (Thursday, 29th July 2004) confirmed a second grant on its share option scheme for all permanent staff. Share options will average 20% of their pay at a strike price of EUR4.41. No employee will receive less than EUR4,200.00 in this allocation. This is the second tranche of shares issued to staff since the Company floated in 1997 and is Revenue Commissioners approved and therefore qualifies for capital gains tax of 20%.

Since 1998, Ryanair's people have shared in the Company's success with over 30 million shares granted at a value of over EUR130M.

All qualifying staff at Ryanair will shortly receive information outlining their share option value and the amount of allocated shares. Ryanair CEO, Michael O'Leary said:

"Although the European airline industry is enduring difficult times, all Ryanair's staff are working hard to ensure Ryanair provides the lowest fares and best customer service. We expect the very tough trading conditions to continue and be particularly difficult this coming winter. This new scheme reflects the current low share price and allows our people to share in future increases of the share price.

"Ryanair continues to demonstrate its commitment to its people by providing rewarding careers with industry leading pay and conditions — this latest update to the staff share scheme is just the latest confirmation of our policy."

Thursday, 29th July 2004 Ends. For further information: Paul Fitzsimmons - Ryanair Pauline McAlester - Murray Consultants Tel: 00 353 1 812 1228 Tel: 00 353 1 4980 300 SIGNATURES Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized. RYANAIR HOLDINGS PLC Date: 29 July 2004 By:\_\_\_/s/ Howard Millar\_\_\_ H Millar Company Secretary & Finance Director MINOR INC/VA/ [OMI] 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) \_X\_ Director 10% Owner Officer (give title below) Other (specify below) (Last) (First) (Middle) 9120 LOCKWOOD BLVD. 3. Date of Earliest Transaction (Month/Day/Year)

(Street)

MECHANICSVILLE, VA 23116 4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

\_X\_ Form filed by One Reporting Person

10/17/2007

\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of 2. Transaction Date 2A. Deemed 4. Securities 5. Amount of 6. Ownership 7. Nature of Security (Month/Day/Year) TransactionAcquired (A) or Securities Form: Direct Indirect Execution Date, if (Instr. 3) Code Disposed of (D) Beneficially (D) or Indirect Beneficial any (Month/Day/Year) (Instr. 3, 4 and 5) (Instr. 8) Owned (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) or (Instr. 3 and 4) Code V Amount (D) Price

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)

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. Transactic Code (Instr. 8)	5. orNumber 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)		8. Price of Derivative Security (Instr. 5)
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock	<u>(1)</u>	10/17/2007		A	20	<u>(1)</u>	<u>(1)</u>	Common Stock	20	\$ 37.78
Phantom Stock	(1)	10/18/2007		A	20	<u>(1)</u>	<u>(1)</u>	Common Stock	20	\$ 38.07

## **Reporting Owners**

Relationships Reporting Owner Name / Address Director 10% Owner Officer Other

REDDING PETER S 9120 LOCKWOOD BLVD.

X

MECHANICSVILLE, VA 23116

Reporting Owners 3

## **Signatures**

Peter S. Redding 10/19/2007

\*\*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).

The shares of phantom stock are convertible on a 1-for-1 basis and become payable, in cash or common stock, at the election of the

(1) reporting person, upon the occurrence of one of the following (as elected in advance by the reporting person): (a) death, (b) disability, (c) termination of service as director, (d) specified future delivery date, or (e) the earliest to occur of (a), (b), (c) or (d).

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.

Signatures 4