

BLUE NILE INC  
Form 4  
May 21, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 \*  
**JIMENEZ JOSEPH**

(Last) (First) (Middle)

**C/O BLUE NILE, INC., 705 FIFTH AVENUE S, STE 900**

(Street)

**SEATTLE, WA 98104**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**BLUE NILE INC [NILE]**

3. Date of Earliest Transaction (Month/Day/Year)  
**05/19/2008**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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)
				(A) or (D)	Price		
Common Stock	05/19/2008		M	5,000	A \$ 18.5	10,671	D
Common Stock	05/19/2008		S	5,000	D \$ 53.9574 (1)	5,671	D
Common Stock	05/19/2008		M	4,000	A \$ 31.74	9,671	D
Common Stock	05/19/2008		S	4,000	D \$ 54.6512 (2)	5,671	D
	05/19/2008		M	4,000	A \$ 30.18	9,671	D

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Common Stock							
Common Stock	05/19/2008	S	4,000	D	\$ 54.0997 (3)	5,671	D
Common Stock	05/20/2008	M	1,000	A	\$ 18.5	6,671	D
Common Stock	05/20/2008	S	1,000	D	\$ 52.5452 (4)	5,671	D

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

**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.**

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)	8. Amount or Number of Shares
Stock Options (Right to Buy)	\$ 18.5	05/19/2008	05/19/2008	M	5,000	(5) 04/27/2014	Common Stock	5,000
Stock Options (Right to Buy)	\$ 31.74	05/19/2008	05/19/2008	M	4,000	(7) 05/24/2015	Common Stock	4,000
Stock Options (Right to Buy)	\$ 30.18	05/19/2008	05/19/2008	M	4,000	(8) 05/24/2016	Common Stock	4,000
Stock Options (Right to Buy)	\$ 18.5	05/20/2008	05/20/2008	M	1,000	(5) 04/27/2014	Common Stock	1,000

Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JIMENEZ JOSEPH C/O BLUE NILE, INC. 705 FIFTH AVENUE S, STE 900 SEATTLE, WA 98104		X		

## Signatures

/s/ Diane M. Irvine, Power of Attorney	05/21/2008
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\*\_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) Represents the weighted average sale price. The highest price at which shares were sold was \$54.11 and the lowest price at which shares were sold was \$53.91.
- (2) Represents the weighted average sale price. The highest price at which shares were sold was \$54.99 and the lowest price at which shares were sold was \$54.36.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$54.47 and the lowest price at which shares were sold was \$53.99.
- (4) Represents the weighted average sale price. The highest price at which shares were sold was \$52.57 and the lowest price at which shares were sold was \$52.51.
- (5) One forty eighth of the option shares vest in equal monthly installments over forty eight months starting April 27, 2004.
- (6) Not applicable.
- (7) One twelfth of the option shares vest in equal monthly installments over twelve months starting May 24, 2005.
- (8) One twelfth of the option shares vest in equal monthly installments over twelve months starting May 24, 2006.

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.