



Information Circular # 1450-08

July 29, 2008

2010 LEAPS TO BEGIN TRADING ON July 30, 2008

Please be advised that the PHLX will begin listing LEAPS on the following issue effective July 30, 2008.

Name: ALLIANCE DATA SYS CORP (ADS)

LEAP Symbol(s): KJK-2010

Below find the 2010 Leap call and put option strike prices and codes which will be available for trading on July 30, 2008.

ALLIANCE DATA SYS CORP (ADS)

<u>PHLX Series</u>	<u>OPRA</u>	<u>Strike</u>	<u>Calls</u>	<u>Puts</u>
ADS0JAN55.0	KJK	55.000	AK	MK
ADS0JAN60.0	KJK	60.000	AL	ML
ADS0JAN65.0	KJK	65.000	AM	MM
ADS0JAN70.0	KJK	70.000	AN	MN

Questions regarding this release may be directed to Listings Administration at 1-800-THE-PHLX, choice #2, or (215) 496-5380.