



NEW OPTIONS LISTING # 0880-08

May 05, 2008

Beginning on May 06, 2008 the PHLX will begin trading options on the following equity securities. PHLX will trade in all existing months and strike prices including LEAPS®.

PURE Bioscience (PURE)

Primary Market Maker:	Group One Trading, L.P.
Position/Exercise Limit:	5,000 Shares
Expiration Cycle:	February
Option Symbol & Cusip:	QPL - 746218106

Below are the current active months, active strike prices, and their codes for PURE Bioscience

PURE8MAY2.5C/P	QPL	MAY	2.5	EZ / QZ	PURE8JUN2.5C/P	QPL	JUN	2.5	FZ / RZ
PURE8MAY5.0C/P	QPL	MAY	5.0	EA / QA	PURE8JUN5.0C/P	QPL	JUN	5.0	FA / RA
PURE8MAY7.5C/P	QPL	MAY	7.5	EU / QU	PURE8JUN7.5C/P	QPL	JUN	7.5	FU / RU
PURE8AUG2.5C/P	QPL	AUG	2.5	HZ / TZ	PURE8NOV2.5C/P	QPL	NOV	2.5	KZ / WZ
PURE8AUG5.0C/P	QPL	AUG	5.0	HA / TA	PURE8NOV5.0C/P	QPL	NOV	5.0	KA / WA
PURE8AUG7.5C/P	QPL	AUG	7.5	HU / TU	PURE8NOV7.5C/P	QPL	NOV	7.5	KU / WU

Questions regarding this release may be directed to Listings Administration at 1-800-THE-PHLX, choice #2, or (215) 496-1508.