



MEMO #: 0427-08

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Listings Administration
 Date: February 29, 2008
 Re: **New Options Listing: Alliance Data Systems Corporation (ADS)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Alliance Data Systems Corporation (ADS) effective Monday, March 3, 2008

Specialist Unit: Citadel Derivatives Trading Group LLC
Position/Exercise Limit: 250,000 contracts
Expiration Cycle: March
Option Symbol & Cusip No.: ADS: 018 581 108

Alliance Data Systems Corporation (ADS)
 (Beginning 3/3/2008)

			Calls	Puts				Calls	Puts
ADS	MAR	25	CE	OE	ADS	APR	35	DG	PG
ADS	MAR	30	CF	OF	ADS	APR	40	DH	PH
ADS	MAR	35	CG	OG	ADS	APR	45	DI	PI
ADS	MAR	40	CH	OH	ADS	APR	50	DJ	PJ
ADS	MAR	45	CI	OI	ADS	APR	55	DK	PK
ADS	MAR	50	CJ	OJ	ADS	APR	60	DL	PL
ADS	MAR	55	CK	OK	ADS	APR	65	DM	PM
ADS	MAR	60	CL	OL	ADS	APR	70	DN	PN
ADS	MAR	65	CM	OM	ADS	APR	75	DO	PO
ADS	MAR	70	CN	ON					
ADS	MAR	75	CO	OO					
ADS	MAR	80	CP	OP					
ADS	MAR	85	CQ	OQ					
ADS	JUN	25	FE	RE	ADS	SEP	25	IE	UE
ADS	JUN	30	FF	RF	ADS	SEP	30	IF	UF
ADS	JUN	35	FG	RG	ADS	SEP	35	IG	UG
ADS	JUN	40	FH	RH	ADS	SEP	40	IH	UH
ADS	JUN	45	FI	RI	ADS	SEP	45	II	UI
ADS	JUN	50	FJ	RJ	ADS	SEP	50	IJ	UJ
ADS	JUN	55	FK	RK	ADS	SEP	55	IK	UK
ADS	JUN	60	FL	RL	ADS	SEP	60	IL	UL
ADS	JUN	65	FM	RM	ADS	SEP	65	IM	UM
ADS	JUN	70	FN	RN	ADS	SEP	70	IN	UN
ADS	JUN	75	FO	RO	ADS	SEP	75	IO	UO
ADS	JUN	80	FP	RP	ADS	SEP	80	IP	UP
ADS	JUN	85	FQ	RQ	ADS	SEP	85	IQ	UQ

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