

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: August 1, 2007
 Re: **New Options Listing: Wisconsin Energy Corporation (WEC)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Wisconsin Energy Corporation (WEC) effective Thursday, August 2, 2007.

Specialist Unit: LaBranche Structured Prod. LLC
Position/Exercise Limit: 75,000 contracts
Expiration Cycle: January
Option Symbol & Cusip No.: WEC: 976 657 106

Wisconsin Energy Corporation (WEC)
 (Beginning 8/2/2007)

			Calls	Puts				Calls	Puts
WEC	AUG	40	HH	TH	WEC	SEP	40	IH	UH
WEC	AUG	42 1/2	HV	TV	WEC	SEP	42 1/2	IV	UV
WEC	AUG	45	HI	TI	WEC	SEP	45	II	UI
WEC	AUG	47 1/2	HW	TW	WEC	SEP	47 1/2	IW	UW
WEC	OCT	40	JH	VH	WEC	JAN	40	AH	MH
WEC	OCT	42 1/2	JV	VV	WEC	JAN	42 1/2	AV	MV
WEC	OCT	45	JI	VI	WEC	JAN	45	AI	MI
WEC	OCT	47 1/2	JW	VW	WEC	JAN	47 1/2	AW	MW
WEC	OCT	50	JJ	VJ	WEC	JAN	50	AJ	MJ
					WEC	JAN	52 1/2	AX	MX

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