

MEMORANDUM

To: All Option Members, Member Organizations and ROTs  
 From: Market Watch  
 Date: August 20, 2007  
 Re: **New Options Listing: Blyth, Inc. (BTH)**

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The Philadelphia Stock Exchange (PHLX) will begin trading options on Blyth, Inc. (BTH) effective Tuesday, August 21, 2007.

**Specialist Unit:** LaBranche Structured Prod. LLC  
**Position/Exercise Limit:** 75,000 contracts  
**Expiration Cycle:** January  
**Option Symbol & Cusip No.:** BTH: 096 43P 108

Blyth, Inc. (BTH)  
 (Beginning 8/21/2007)

			Calls	Puts				Calls	Puts
BTH	SEP	15	IC	UC	BTH	OCT	15	JC	VC
BTH	SEP	17 1/2	IW	UW	BTH	OCT	17 1/2	JW	VW
BTH	SEP	20	ID	UD	BTH	OCT	20	JD	VD
BTH	SEP	22 1/2	IX	UX	BTH	OCT	22 1/2	JX	VX
BTH	SEP	25	IE	UE	BTH	OCT	25	JE	VE
BTH	SEP	30	IF	UF	BTH	OCT	30	JF	VF
BTH	JAN	15	AC	MC	BTH	APR	17 1/2	DW	PW
BTH	JAN	17 1/2	AW	MW	BTH	APR	20	DD	PD
BTH	JAN	20	AD	MD	BTH	APR	22 1/2	DX	PX
BTH	JAN	22 1/2	AX	MX					
BTH	JAN	25	AE	ME					
BTH	JAN	30	AF	MF					
BTH	JAN	35	AG	MG					

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