

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: August 21, 2007
 Re: **New Options Listing: Bare Escentuals, Inc. (URY/BARE)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Bare Escentuals, Inc. (URY/BARE) effective Wednesday, August 22, 2007.

Specialist Unit: Group One Ltd
Position/Exercise Limit: 75,000 contracts
Expiration Cycle March
Option Symbol & Cusip No.: URY: 067 511 105

Bare Escentuals, Inc. (URY/BARE)
 (Beginning 8/22/2007)

			Calls	Puts				Calls	Puts
URY	SEP	20	ID	UD	URY	OCT	22 1/2	JX	VX
URY	SEP	22 1/2	IX	UX	URY	OCT	25	JE	VE
URY	SEP	25	IE	UE	URY	OCT	30	JF	VF
URY	SEP	30	IF	UF					
URY	SEP	35	IG	UG					
URY	SEP	40	IH	UH					
URY	SEP	45	II	UI					
URY	DEC	20	LD	XD	URY	MAR	20	CD	OD
URY	DEC	22 1/2	LX	XX	URY	MAR	22 1/2	CX	OX
URY	DEC	25	LE	XE	URY	MAR	25	CE	OE
URY	DEC	30	LF	XF	URY	MAR	30	CF	OF
URY	DEC	35	LG	XG	URY	MAR	35	CG	OG
URY	DEC	40	LH	XH					
URY	DEC	45	LI	XI					

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