

MEMORANDUM

To: All Option Members, Member Organizations and ROTs

From: Market Watch

Date: July 3, 2007

Subject: Flower Foods, Inc. (FLO) - New 100 Share Option Contracts

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Please be advised that new 100 share FLO options will be available for trading on Tuesday, July 3, 2007.  
The list of strike prices and symbols available for trading is as follows:

Flower Foods, Inc. (FLO)  
(Beginning 7/3/2007)  
(100 Shares FLO)

			Calls	Puts
FLO	JUL	20	GD	SD
FLO	JUL	22 1/2	GX	DX
FLO	JUL	25	GE	SE
FLO	AUG	20	HD	TD
FLO	AUG	22 1/2	HX	TX
FLO	AUG	25	HE	TE
FLO	OCT	20	JD	VD
FLO	OCT	22 1/2	JX	VX
FLO	OCT	25	JE	VE
FLO	JAN	20	AD	MD
FLO	JAN	22 1/2	AX	MX
FLO	JAN	25	AE	ME

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