

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: July 31, 2007
 Re: **New Options Listing: Bowne & Co., Inc. (BNE)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Bowne & Co., Inc. (BNE) effective Wednesday, August 1, 2007.

Specialist Unit: Group One Ltd
Position/Exercise Limit: 50,000 contracts
Expiration Cycle: February
Option Symbol & Cusip No.: BNE: 103 043 105

Bowne & Co., Inc. (BNE)
 (Beginning 8/1/2007)

			Calls	Puts				Calls	Puts
BNE	AUG	12 1/2	HV	TV	BNE	NOV	12 1/2	KV	WV
BNE	AUG	15	HC	TC	BNE	NOV	15	KC	WC
BNE	AUG	17 1/2	HW	TW	BNE	NOV	17 1/2	KW	WW
BNE	SEP	12 1/2	IV	UV	BNE	FEB	12 1/2	BV	NV
BNE	SEP	15	IC	UC	BNE	FEB	15	BC	NC
BNE	SEP	17 1/2	IW	UW	BNE	FEB	17 1/2	BW	NW

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