

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: June 11, 2007
 Re: **New Options Listing: Acorn International Inc. (ATV)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Acorn International Inc. (ATV) effective Tuesday, June 12, 2007.

Specialist Unit: Group One Ltd
Position/Exercise Limit: 50,000 contracts
Expiration Cycle March
Option Symbol & Cusip No.: ATV: 004 854 105

Acorn International Inc. (ATV)
 (Beginning 6/12/2007)

			Calls	Puts				Calls	Puts
ATV	JUN	22 1/2	FX	RX	ATV	JUL	22 1/2	GX	SX
ATV	JUN	25	FE	RE	ATV	JUL	25	GE	SE
ATV	JUN	30	FF	RF	ATV	JUL	30	GF	SF
ATV	JUN	35	FG	RG	ATV	JUL	35	GG	SG
ATV	SEP	22 1/2	IX	UX	ATV	DEC	22 1/2	LX	XX
ATV	SEP	25	IE	UE	ATV	DEC	25	LE	XE
ATV	SEP	30	IF	UF	ATV	DEC	30	LF	XF
ATV	SEP	35	IG	UG	ATV	DEC	35	LG	XG

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