

MEMORANDUM

To: All Option Members, Member Organizations and ROTs
 From: Market Watch
 Date: March 9, 2007
 Re: **New Options Listing: Heelys, Inc. (UYD/HLYS)**

The Philadelphia Stock Exchange (PHLX) will begin trading options on Heelys, Inc. (UYD/HLYS) effective Monday, March 12, 2007

Specialist Unit: Citadel Derivatives Trading Group LLC
Position/Exercise Limit: 25,000 contracts
Expiration Cycle: February
Option Symbol & Cusip No.: UYD: 422 79M 107

Heelys, Inc. (UYD/HLYS)
 (Beginning 3/12/2007)

			Calls	Puts				Calls	Puts
UYD	MAR	30	CF	OF	UYD	APR	30	DF	PF
UYD	MAR	35	CG	OG	UYD	APR	35	DG	PG
UYD	MAR	40	CH	OH	UYD	APR	40	DH	PH
UYD	MAR	45	CI	OI					
UYD	MAY	25	EE	QE	UYD	AUG	25	HE	TE
UYD	MAY	30	EF	QF	UYD	AUG	30	HF	TF
UYD	MAY	35	EG	QG	UYD	AUG	35	HG	TG
UYD	MAY	40	EH	QH	UYD	AUG	40	HH	TH
UYD	MAY	45	EI	QI	UYD	AUG	45	HI	TI

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