

MEMORANDUM

To: All Options Members, Member Organizations and ROTs.  
From: Market Watch  
Date: March 28, 2007  
Re: Pilgrim's Pride Corp. (PPC)  
2008/2009 LEAPS TO BEGIN TRADING ON MARCH 29, 2007

Please be advised that the Philadelphia Stock Exchange (PHLX) will begin listing LEAPS on the following issue effective Thursday, March 29, 2007:

Name: Pilgrim's Pride Corp. (PPC)

LEAP Symbol(s): KIB - 2008  
XDP - 2009

P/E Limit: 250000 contracts

Specialist Unit: McGowan Investors, L.P.

Below find the 2008/2009 LEAPs call and put option strike prices and codes which will be available for trading on Thursday, March 29, 2007:

Pilgrim's Pride Corp. (PPC/KIB/XDP)

				<u>Calls</u>	<u>Puts</u>
KIB/XDP	JAN	25		AE	ME
KIB/XDP	JAN	30		AF	MF
KIB/XDP	JAN	35		AG	MG

Questions regarding this release may be directed to Market Watch at 1-800-THE-PHLX, choice #2, or Options Services Department at (215) 496-1266.