

MEMORANDUM

To: All Options Members, Member Organizations and ROTs.

From: Market Watch

Date: May 11, 2007

Re: Dow Jones & Company (DJ)
2008/2009 LEAPS TO BEGIN TRADING ON MAY 14, 2007

Please be advised that the Philadelphia Stock Exchange (PHLX) will begin listing LEAPS on the following issue effective Monday, May 14, 2007:

Name: Dow Jones & Company (DJ)

LEAP Symbol(s): KKY - 2008
OSB - 2009

P/E Limit: 250000 contracts

Specialist Unit: LaBranche Structured Prod. LLC

Below find the 2008/2009 LEAPs call and put option strike prices and codes which will be available for trading on Monday, May 14, 2007:

Dow Jones & Company (DJ/KKY/OSB)

| | | | | <u>Calls</u> | <u>Puts</u> |
|---------|-----|----|--|--------------|-------------|
| KKY/OSB | JAN | 40 | | AH | MH |
| KKY/OSB | JAN | 45 | | AI | MI |
| KKY/OSB | JAN | 50 | | AJ | MJ |
| KKY/OSB | JAN | 55 | | AK | MK |
| KKY/OSB | JAN | 60 | | AL | ML |
| KKY/OSB | JAN | 65 | | AM | MM |

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.