

MEMORANDUM

To: All Option Members, Member Organizations and ROTs

From: Market Watch

Date: October 16, 2007

**Re: Dick's Sporting Goods, Inc. (DKS) - 2 for 1 Stock Split**

Dick's Sporting Goods, Inc. (DKS) has declared a 2 for 1 stock split payable to share holders of record on Friday, September 28, 2007. Distribution date for the stock split will be Friday, October 19, 2007. **Ex-distribution date for the stock split will be Monday, October 22, 2007.**

The Options Clearing Corporation (OCC), pursuant to OCC By-Laws, intends to issue on the distribution date (1) additional DKS option contract for each option contract held. Further, on the ex-distribution date each DKS series will have an adjusted exercise (strike) price equal to 1/2 of the exercise (strike) price for each DKS series existing on the business day preceding the ex-distribution date. For example, beginning on Monday, October 22, 2007 an account holding (2) DKS OCT 50 calls (DKS JJ) will hold (4) DKS OCT 25 calls (DKS JE). Customers should be advised that (1) contract in the adjusted DKS series will still represent 100 shares of DKS common shares.

**POSITION/EXERCISE LIMITS:**

Position and exercise limits will change from 250,000 to 500,000 contracts until the expiration date of January 16, 2010

**GOOD-TILL-CANCELLED (GTC) ORDERS:**

Customers should be advised that all Good-til-Cancelled (GTC) orders not on AUTOM must be cancelled and re-entered prior to the ex-distribution or effective date. GTC AUTOM orders will be deleted by PHLX Service Desk/AUTOM personnel.

The resulting list of adjusted strike prices and symbols is as follows:

Dick's Sporting Goods, Inc. (DKS) (Before 10/22/2007) (1 Contract)					Dick's Sporting Goods, Inc. (DKS) (Beginning 10/22/2007) (2 Contracts)				
			Calls	Puts			Calls	Puts	
DKS	OCT	50	JJ	VJ	DKS	OCT	25	JE	VE
DKS	OCT	55	JK	VK	DKS	OCT	27 1/2	JY	VY
DKS	OCT	60	JL	VL	DKS	OCT	30	JF	VF
DKS	OCT	65	JM	VM	DKS	OCT	32 1/2	JZ	VZ
DKS	OCT	70	JN	VN	DKS	OCT	35	JG	VG
DKS	OCT	75	JO	VO	DKS	OCT	37 1/2	JU	VU
DKS	OCT	80	JP	VP	DKS	OCT	40	JH	VH
DKS	OCT	85	JQ	VQ	DKS	OCT	42 1/2	JV	VV
DKS	NOV	55	KK	WK	DKS	NOV	27 1/2	KY	WY
DKS	NOV	60	KL	WL	DKS	NOV	30	KF	WF
DKS	NOV	65	KM	WM	DKS	NOV	32 1/2	KZ	WZ
DKS	NOV	70	KN	WN	DKS	NOV	35	KG	WG
DKS	NOV	75	KO	WO	DKS	NOV	37 1/2	KU	WU
DKS	NOV	80	KP	WP	DKS	NOV	40	KH	WH
DKS	NOV	85	KQ	WQ	DKS	NOV	42 1/2	KV	WV
DKS	DEC	40	LH	XH	DKS	DEC	20	LD	XD
DKS	DEC	45	LI	XI	DKS	DEC	22 1/2	LX	XX
DKS	DEC	50	LJ	XJ	DKS	DEC	25	LE	XE
DKS	DEC	55	LK	XK	DKS	DEC	27 1/2	LY	XY

Dick's Sporting Goods, Inc. (DKS)  
 (Before 10/22/2007)  
 (1 Contract)

			Calls	Puts
DKS	DEC	60	LL	XL
DKS	DEC	65	LM	XM
DKS	DEC	70	LN	XN
DKS	DEC	75	LO	XO
DKS	DEC	80	LP	XP
DKS	DEC	85	LQ	XQ
DKS	DEC	90	LR	XR
DKS	DEC	95	LS	XS

DKS	JAN	20	AD	MD
DKS	JAN	30	AF	MF
DKS	JAN	40	AH	MH
DKS	JAN	50	AJ	MJ
DKS	JAN	55	AK	MK
DKS	JAN	60	AL	ML
DKS	JAN	65	AM	MM
DKS	JAN	70	AN	MN
DKS	JAN	75	AO	MO
DKS	JAN	80	AP	MP
DKS	JAN	85	AQ	MQ
DKS	JAN	90	AR	MR

DKS	MAR	45	CI	OI
DKS	MAR	50	CJ	OJ
DKS	MAR	55	CK	OK
DKS	MAR	60	CL	OL
DKS	MAR	65	CM	OM
DKS	MAR	70	CN	ON
DKS	MAR	75	CO	OO
DKS	MAR	80	CP	OP
DKS	MAR	85	CQ	OQ
DKS	MAR	90	CR	OR
DKS	MAR	95	CS	OS

Dick's Sporting Goods, Inc. - 2009 Leap (VYI)  
 (Before 10/22/2007)  
 (1 Contract)

			Calls	Put
VYI	JAN	25	AE	ME
VYI	JAN	30	AF	MF
VYI	JAN	35	AG	MG
VYI	JAN	40	AH	MH
VYI	JAN	45	AI	MI
VYI	JAN	50	AJ	MJ
VYI	JAN	55	AK	MK
VYI	JAN	60	AL	ML
VYI	JAN	65	AM	MM
VYI	JAN	70	AN	MN
VYI	JAN	75	AO	MO
VYI	JAN	80	AP	MP
VYI	JAN	85	AQ	MQ
VYI	JAN	105	AA	MA
VYI	JAN	110	AB	MB

Dick's Sporting Goods, Inc. (DKS)  
 (Beginning 10/22/2007)  
 (2 Contracts)

			Calls	Puts
DKS	DEC	30	LF	XF
DKS	DEC	32 1/2	LZ	XZ
DKS	DEC	35	LG	XG
DKS	DEC	37 1/2	LU	XU
DKS	DEC	40	LH	XH
DKS	DEC	42 1/2	LV	XV
DKS	DEC	45	LI	XI
DKS	DEC	47 1/2	LW	XW

DKS	JAN	10	AB	MB
DKS	JAN	15	AC	MC
DKS	JAN	20	AD	MD
DKS	JAN	25	AE	ME
DKS	JAN	27 1/2	AY	MY
DKS	JAN	30	AF	MF
DKS	JAN	32 1/2	AZ	MZ
DKS	JAN	35	AG	MG
DKS	JAN	37 1/2	AU	MU
DKS	JAN	40	AH	MH
DKS	JAN	42 1/2	AV	MV
DKS	JAN	45	AI	MI

DKS	MAR	22 1/2	CX	OX
DKS	MAR	25	CE	OE
DKS	MAR	27 1/2	CY	OY
DKS	MAR	30	CF	OF
DKS	MAR	32 1/2	CZ	OZ
DKS	MAR	35	CG	OG
DKS	MAR	37 1/2	CU	OU
DKS	MAR	40	CH	OH
DKS	MAR	42 1/2	CV	OV
DKS	MAR	45	CI	OI
DKS	MAR	47 1/2	CW	OW

Dick's Sporting Goods, Inc. - 2009 Leap (VYI)  
 (Beginning 10/22/2007)  
 (2 Contracts)

			Calls	Put
VYI	JAN	12 1/2	AR	MR
VYI	JAN	15	AC	MC
VYI	JAN	17 1/2	AS	MS
VYI	JAN	20	AD	MD
VYI	JAN	22 1/2	AT	MT
VYI	JAN	25	AE	ME
VYI	JAN	27 1/2	AY	MY
VYI	JAN	30	AF	MF
VYI	JAN	32 1/2	AZ	MZ
VYI	JAN	35	AG	MG
VYI	JAN	37 1/2	AU	MU
VYI	JAN	40	AH	MH
VYI	JAN	42 1/2	AV	MV
VYI	JAN	52 1/2	AX	MX
VYI	JAN	55	AK	MK

Dick's Sporting Goods, Inc. - 2010 Leap (WEV)  
 (Before 10/22/2007)  
 (1 Contract)

			Calls	Put
WEV	JAN	30	AF	MF
WEV	JAN	40	AH	MH
WEV	JAN	50	AJ	MJ
WEV	JAN	60	AL	ML
WEV	JAN	70	AN	MN
WEV	JAN	80	AP	MP
WEV	JAN	90	AR	MR
WEV	JAN	100	AT	MT

Dick's Sporting Goods, Inc. - 2010 Leap (WEV)  
 (Beginning 10/22/2007)  
 (2 Contracts)

			Calls	Put
WEV	JAN	15	AC	MC
WEV	JAN	20	AD	MD
WEV	JAN	25	AE	ME
WEV	JAN	30	AF	MF
WEV	JAN	35	AG	MG
WEV	JAN	40	AH	MH
WEV	JAN	45	AI	MI
WEV	JAN	50	AJ	MJ

**Any additional DKS series that are added prior to the ex-date will also be adjusted in the manner described above.**

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