

MEMORANDUM

To: All Option Members, Member Organizations and ROTs

From: Market Watch

Date: September 5, 2007

**Subject: Bon Ton Stores Inc. (BONT/QHW) - Change to 2009 LEAPs Symbol**

---

The Philadelphia Stock Exchange (PHLX) will make the following changes to Bon Ton Stores Inc. (BONT) on the date shown below:

<b>Effective Date of Change:</b>	<b>Friday, September 7, 2007</b>
<b>Issue Name:</b>	No Change
<b>Stock Symbol:</b>	No Change
<b>2009 LEAPs Option Symbol:</b>	<b>XDM becomes XVL</b>

Bon Ton Stores Inc. - 2009 LEAPs (QHW/XDM)  
(Before 9/7/2007)

Bon Ton Stores Inc. - 2009 LEAPs (QHW/XVL)  
(Beginning 9/7/2007)

			Calls	Puts				Calls	Puts
XDM	JAN	15	AC	MC	XVL	JAN	15	AC	MC
XDM	JAN	17 1/2	AW	MW	XVL	JAN	17 1/2	AW	MW
XDM	JAN	20	AD	MD	XVL	JAN	20	AD	MD
XDM	JAN	22 1/2	AX	MX	XVL	JAN	22 1/2	AX	MX
XDM	JAN	25	AE	ME	XVL	JAN	25	AE	ME
XDM	JAN	30	AF	MF	XVL	JAN	30	AF	MF
XDM	JAN	35	AG	MG	XVL	JAN	35	AG	MG
XDM	JAN	40	AH	MH	XVL	JAN	40	AH	MH
XDM	JAN	45	AI	MI	XVL	JAN	45	AI	MI
XDM	JAN	50	AJ	MJ	XVL	JAN	50	AJ	MJ
XDM	JAN	55	AK	MK	XVL	JAN	55	AK	MK
XDM	JAN	60	AL	ML	XVL	JAN	60	AL	ML

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

Questions regarding this release may be directed to Market Watch at 1-800-THE-PHLX, choice #2, or (215) 496-5380.