

# SpecialCash Dividend      December 02, 2010

Exchange/Memo ID: 202300



## LIMITED BRANDS, INC. (LTD) – SPECIAL CASH DISTRIBUTION

Ex - Distribution Date: 12/03/2010

### DESCRIPTION:

Limited Brands, Inc. (LTD) has announced a Special Cash Dividend of \$3.00 per LTD Common Share payable to shareholders of record on Tuesday, December 7, 2010. The payable date is on Tuesday, December 21, 2010. **The ex-distribution date for this special cash dividend will be Friday, December 3, 2010.**

### Contract Adjustments:

Pursuant to the By-Laws of the Options Clearing Corporation ("OCC"), the below Limited Brands, Inc. options will be adjusted as follows.

**Adjustment Date:**                      **Friday, December 3, 2010**  
**Option Symbol:**                        **LTD remains the same**  
**Underlying Security:**                LTD remains the same  
**Contract Multiplier:**                1  
**Strike Prices:**                         Changed by reducing the existing strikes by \$3.00  
**New Multiplier:**                        100 (e.g. Premium of 1.00 = \$100)  
**New Deliverable:**                    **100 Limited Brands, Inc. (LTD) Common Shares**

### GTC Order Cancellation:

On Thursday, December 2, 2010, immediately after the BOX close, all resting orders for LTD in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the adjusted LTD series, the BOX Participant will need to reenter the orders before the open on Friday, December 3, 2010.

### Additional Exchange Info:

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
LTD	C/P	22.50	12/18/2010	LTD	C/P	19.50	12/18/2010
LTD	C/P	25.00	12/18/2010	LTD	C/P	22.00	12/18/2010
LTD	C/P	26.00	12/18/2010	LTD	C/P	23.00	12/18/2010
LTD	C/P	27.00	12/18/2010	LTD	C/P	24.00	12/18/2010
LTD	C/P	28.00	12/18/2010	LTD	C/P	25.00	12/18/2010
LTD	C/P	29.00	12/18/2010	LTD	C/P	26.00	12/18/2010
LTD	C/P	30.00	12/18/2010	LTD	C/P	27.00	12/18/2010
LTD	C/P	31.00	12/18/2010	LTD	C/P	28.00	12/18/2010
LTD	C/P	32.00	12/18/2010	LTD	C/P	29.00	12/18/2010
LTD	C/P	33.00	12/18/2010	LTD	C/P	30.00	12/18/2010
LTD	C/P	34.00	12/18/2010	LTD	C/P	31.00	12/18/2010
LTD	C/P	35.00	12/18/2010	LTD	C/P	32.00	12/18/2010
LTD	C/P	36.00	12/18/2010	LTD	C/P	33.00	12/18/2010
LTD	C/P	37.00	12/18/2010	LTD	C/P	34.00	12/18/2010
LTD	C/P	38.00	12/18/2010	LTD	C/P	35.00	12/18/2010

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
LTD	C/P	39.00	12/18/2010	LTD	C/P	36.00	12/18/2010
LTD	C/P	4.00	01/22/2011	LTD	C/P	1.00	01/22/2011
LTD	C/P	6.50	01/22/2011	LTD	C/P	3.50	01/22/2011
LTD	C/P	9.00	01/22/2011	LTD	C/P	6.00	01/22/2011
LTD	C/P	11.50	01/22/2011	LTD	C/P	8.50	01/22/2011
LTD	C/P	12.50	01/22/2011	LTD	C/P	9.50	01/22/2011
LTD	C/P	14.00	01/22/2011	LTD	C/P	11.00	01/22/2011
LTD	C/P	15.00	01/22/2011	LTD	C/P	12.00	01/22/2011
LTD	C/P	16.50	01/22/2011	LTD	C/P	13.50	01/22/2011
LTD	C/P	17.50	01/22/2011	LTD	C/P	14.50	01/22/2011
LTD	C/P	19.00	01/22/2011	LTD	C/P	16.00	01/22/2011
LTD	C/P	20.00	01/22/2011	LTD	C/P	17.00	01/22/2011
LTD	C/P	21.50	01/22/2011	LTD	C/P	18.50	01/22/2011
LTD	C/P	22.50	01/22/2011	LTD	C/P	19.50	01/22/2011
LTD	C/P	24.00	01/22/2011	LTD	C/P	21.00	01/22/2011
LTD	C/P	25.00	01/22/2011	LTD	C/P	22.00	01/22/2011
LTD	C/P	26.00	01/22/2011	LTD	C/P	23.00	01/22/2011
LTD	C/P	27.00	01/22/2011	LTD	C/P	24.00	01/22/2011
LTD	C/P	28.00	01/22/2011	LTD	C/P	25.00	01/22/2011
LTD	C/P	29.00	01/22/2011	LTD	C/P	26.00	01/22/2011
LTD	C/P	30.00	01/22/2011	LTD	C/P	27.00	01/22/2011
LTD	C/P	31.00	01/22/2011	LTD	C/P	28.00	01/22/2011
LTD	C/P	32.00	01/22/2011	LTD	C/P	29.00	01/22/2011
LTD	C/P	33.00	01/22/2011	LTD	C/P	30.00	01/22/2011
LTD	C/P	34.00	01/22/2011	LTD	C/P	31.00	01/22/2011
LTD	C/P	35.00	01/22/2011	LTD	C/P	32.00	01/22/2011
LTD	C/P	36.00	01/22/2011	LTD	C/P	33.00	01/22/2011
LTD	C/P	37.00	01/22/2011	LTD	C/P	34.00	01/22/2011
LTD	C/P	38.00	01/22/2011	LTD	C/P	35.00	01/22/2011
LTD	C/P	40.00	01/22/2011	LTD	C/P	37.00	01/22/2011
LTD	C/P	45.00	01/22/2011	LTD	C/P	42.00	01/22/2011
LTD	C/P	12.50	02/19/2011	LTD	C/P	9.50	02/19/2011
LTD	C/P	15.00	02/19/2011	LTD	C/P	12.00	02/19/2011
LTD	C/P	17.50	02/19/2011	LTD	C/P	14.50	02/19/2011
LTD	C/P	19.00	02/19/2011	LTD	C/P	16.00	02/19/2011
LTD	C/P	20.00	02/19/2011	LTD	C/P	17.00	02/19/2011
LTD	C/P	21.00	02/19/2011	LTD	C/P	18.00	02/19/2011
LTD	C/P	22.00	02/19/2011	LTD	C/P	19.00	02/19/2011
LTD	C/P	23.00	02/19/2011	LTD	C/P	20.00	02/19/2011
LTD	C/P	24.00	02/19/2011	LTD	C/P	21.00	02/19/2011
LTD	C/P	25.00	02/19/2011	LTD	C/P	22.00	02/19/2011
LTD	C/P	26.00	02/19/2011	LTD	C/P	23.00	02/19/2011
LTD	C/P	27.00	02/19/2011	LTD	C/P	24.00	02/19/2011
LTD	C/P	28.00	02/19/2011	LTD	C/P	25.00	02/19/2011
LTD	C/P	29.00	02/19/2011	LTD	C/P	26.00	02/19/2011

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LTD	C/P	30.00	02/19/2011	LTD	C/P	27.00	02/19/2011
LTD	C/P	31.00	02/19/2011	LTD	C/P	28.00	02/19/2011
LTD	C/P	32.00	02/19/2011	LTD	C/P	29.00	02/19/2011
LTD	C/P	33.00	02/19/2011	LTD	C/P	30.00	02/19/2011
LTD	C/P	34.00	02/19/2011	LTD	C/P	31.00	02/19/2011
LTD	C/P	35.00	02/19/2011	LTD	C/P	32.00	02/19/2011
LTD	C/P	36.00	02/19/2011	LTD	C/P	33.00	02/19/2011
LTD	C/P	37.00	02/19/2011	LTD	C/P	34.00	02/19/2011
LTD	C/P	38.00	02/19/2011	LTD	C/P	35.00	02/19/2011
LTD	C/P	40.00	02/19/2011	LTD	C/P	37.00	02/19/2011
LTD	C/P	45.00	02/19/2011	LTD	C/P	42.00	02/19/2011
LTD	C/P	15.00	05/21/2011	LTD	C/P	12.00	05/21/2011
LTD	C/P	17.50	05/21/2011	LTD	C/P	14.50	05/21/2011
LTD	C/P	20.00	05/21/2011	LTD	C/P	17.00	05/21/2011
LTD	C/P	22.00	05/21/2011	LTD	C/P	19.00	05/21/2011
LTD	C/P	23.00	05/21/2011	LTD	C/P	20.00	05/21/2011
LTD	C/P	24.00	05/21/2011	LTD	C/P	21.00	05/21/2011
LTD	C/P	25.00	05/21/2011	LTD	C/P	22.00	05/21/2011
LTD	C/P	26.00	05/21/2011	LTD	C/P	23.00	05/21/2011
LTD	C/P	27.00	05/21/2011	LTD	C/P	24.00	05/21/2011
LTD	C/P	28.00	05/21/2011	LTD	C/P	25.00	05/21/2011
LTD	C/P	29.00	05/21/2011	LTD	C/P	26.00	05/21/2011
LTD	C/P	30.00	05/21/2011	LTD	C/P	27.00	05/21/2011
LTD	C/P	31.00	05/21/2011	LTD	C/P	28.00	05/21/2011
LTD	C/P	32.00	05/21/2011	LTD	C/P	29.00	05/21/2011
LTD	C/P	33.00	05/21/2011	LTD	C/P	30.00	05/21/2011
LTD	C/P	34.00	05/21/2011	LTD	C/P	31.00	05/21/2011
LTD	C/P	35.00	05/21/2011	LTD	C/P	32.00	05/21/2011
LTD	C/P	36.00	05/21/2011	LTD	C/P	33.00	05/21/2011
LTD	C/P	37.00	05/21/2011	LTD	C/P	34.00	05/21/2011
LTD	C/P	38.00	05/21/2011	LTD	C/P	35.00	05/21/2011
LTD	C/P	40.00	05/21/2011	LTD	C/P	37.00	05/21/2011
LTD	C/P	45.00	05/21/2011	LTD	C/P	42.00	05/21/2011
LTD	C/P	9.00	01/21/2012	LTD	C/P	6.00	01/21/2012
LTD	C/P	12.50	01/21/2012	LTD	C/P	9.50	01/21/2012
LTD	C/P	14.00	01/21/2012	LTD	C/P	11.00	01/21/2012
LTD	C/P	15.00	01/21/2012	LTD	C/P	12.00	01/21/2012
LTD	C/P	17.50	01/21/2012	LTD	C/P	14.50	01/21/2012
LTD	C/P	19.00	01/21/2012	LTD	C/P	16.00	01/21/2012
LTD	C/P	20.00	01/21/2012	LTD	C/P	17.00	01/21/2012
LTD	C/P	22.50	01/21/2012	LTD	C/P	19.50	01/21/2012
LTD	C/P	24.00	01/21/2012	LTD	C/P	21.00	01/21/2012
LTD	C/P	25.00	01/21/2012	LTD	C/P	22.00	01/21/2012
LTD	C/P	29.00	01/21/2012	LTD	C/P	26.00	01/21/2012
LTD	C/P	30.00	01/21/2012	LTD	C/P	27.00	01/21/2012

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
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LTD	C/P	40.00	01/21/2012	LTD	C/P	37.00	01/21/2012
LTD	C/P	45.00	01/21/2012	LTD	C/P	42.00	01/21/2012
LTD	C/P	50.00	01/21/2012	LTD	C/P	47.00	01/21/2012
LTD	C/P	15.00	01/19/2013	LTD	C/P	12.00	01/19/2013
LTD	C/P	17.50	01/19/2013	LTD	C/P	14.50	01/19/2013
LTD	C/P	20.00	01/19/2013	LTD	C/P	17.00	01/19/2013
LTD	C/P	25.00	01/19/2013	LTD	C/P	22.00	01/19/2013
LTD	C/P	30.00	01/19/2013	LTD	C/P	27.00	01/19/2013
LTD	C/P	35.00	01/19/2013	LTD	C/P	32.00	01/19/2013
LTD	C/P	40.00	01/19/2013	LTD	C/P	37.00	01/19/2013

**Questions regarding this memo can be addressed to the BOX Market Operations Center at 617-235-2291 or toll free at 1-866-768-8845.**