

Special Cash Dividend December 03, 2010

Exchange/Memo ID: 202302



GUESS? INC. (GES) – SPECIAL CASH DIVIDEND

Ex - Distribution Date: 12/06/2010

DESCRIPTION:

Guess, Inc. (GES) has announced a Special Cash Dividend of **\$2.00** per GES Common Share payable to shareholders of record on Wednesday, December 8, 2010. The payable date is on Thursday, December 23, 2010. **The ex-distribution date for this special cash dividend will be Monday, December 6, 2010.**

Contract Adjustments:

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

Adjustment Date: **Monday, December 6, 2010**
Option Symbol: **GES remains the same**
Underlying Security: **GES remains the same**
Contract Multiplier: **1**
Strike Prices: **Changed by reducing the existing strikes by \$2.00**
New Multiplier: **100 (e.g. Premium of 1.00 = \$100)**
New Deliverable: **100 Guess? Inc. (GES) Common Shares**

GTC Order Cancellation:

On Friday, December 3, 2010, immediately after the BOX close, all resting orders for GES in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the adjusted GES series, the BOX Participant will need to reenter the orders before the open on Monday, December 6, 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
GES	C/P	17.50	12/18/2010	GES	C/P	15.50	12/18/2010
GES	C/P	20.00	12/18/2010	GES	C/P	18.00	12/18/2010
GES	C/P	22.50	12/18/2010	GES	C/P	20.50	12/18/2010
GES	C/P	25.00	12/18/2010	GES	C/P	23.00	12/18/2010
GES	C/P	30.00	12/18/2010	GES	C/P	28.00	12/18/2010
GES	C/P	35.00	12/18/2010	GES	C/P	33.00	12/18/2010
GES	C/P	40.00	12/18/2010	GES	C/P	38.00	12/18/2010
GES	C/P	45.00	12/18/2010	GES	C/P	43.00	12/18/2010
GES	C/P	50.00	12/18/2010	GES	C/P	48.00	12/18/2010
GES	C/P	55.00	12/18/2010	GES	C/P	53.00	12/18/2010
GES	C/P	60.00	12/18/2010	GES	C/P	58.00	12/18/2010
GES	C/P	65.00	12/18/2010	GES	C/P	63.00	12/18/2010
GES	C/P	35.00	01/22/2011	GES	C/P	33.00	01/22/2011
GES	C/P	40.00	01/22/2011	GES	C/P	38.00	01/22/2011
GES	C/P	45.00	01/22/2011	GES	C/P	43.00	01/22/2011

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
GES	C/P	50.00	01/22/2011	GES	C/P	48.00	01/22/2011
GES	C/P	55.00	01/22/2011	GES	C/P	53.00	01/22/2011
GES	C/P	20.00	03/19/2011	GES	C/P	18.00	03/19/2011
GES	C/P	22.50	03/19/2011	GES	C/P	20.50	03/19/2011
GES	C/P	25.00	03/19/2011	GES	C/P	23.00	03/19/2011
GES	C/P	30.00	03/19/2011	GES	C/P	28.00	03/19/2011
GES	C/P	35.00	03/19/2011	GES	C/P	33.00	03/19/2011
GES	C/P	40.00	03/19/2011	GES	C/P	38.00	03/19/2011
GES	C/P	45.00	03/19/2011	GES	C/P	43.00	03/19/2011
GES	C/P	50.00	03/19/2011	GES	C/P	48.00	03/19/2011
GES	C/P	55.00	03/19/2011	GES	C/P	53.00	03/19/2011
GES	C/P	30.00	06/18/2011	GES	C/P	28.00	06/18/2011
GES	C/P	35.00	06/18/2011	GES	C/P	33.00	06/18/2011
GES	C/P	40.00	06/18/2011	GES	C/P	38.00	06/18/2011
GES	C/P	45.00	06/18/2011	GES	C/P	43.00	06/18/2011
GES	C/P	50.00	06/18/2011	GES	C/P	48.00	06/18/2011
GES	C/P	55.00	06/18/2011	GES	C/P	53.00	06/18/2011

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.