

Stock Split

October 01, 2013

Exchange/Memo ID: 203176

ONN / OCC ID: 33289



STEVE MADDEN, LTD. - 3 FOR 2 STOCK SPLIT* * *UPDATE* * *

Ex - Distribution Date: 10/02/2013

DESCRIPTION:

Steve Madden, Ltd, Inc. (SHOO) has announced a 3 for 2 stock split. The Ex-distribution Date is October 2, 2013. The Payable Date is October 1, 2013. The Record Date is September 20, 2013.

Contract Adjustments:

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

Adjustment Date: **10/02/2013**

Option Symbol: SHOO becomes SHOO1

Underlying Security: SHOO becomes SHOO1

CUSIP: 556269108

Contract Multiplier: 1

Strike Divisor: 1.5

New Multiplier: 150

Strike Price: **Divided by 1.5**

New Deliverable: 150 Steve Madden, Ltd. (SHOO) Common Shares

All resting orders for **SHOO** options in the BOX order book will be cancelled by the BOX Market Operations Center after the close on Tuesday, October 1st, 2013. If a BOX participant wishes to enter orders on the new **SHOO1** series, the BOX participant will need to reenter the orders before the open on Wednesday, October 2nd, 2013.

Pricing Considerations:

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
SHOO	C/P	45.00	10/19/2013	SHOO1	C/P	30.00	10/19/2013
SHOO	C/P	50.00	10/19/2013	SHOO1	C/P	33.33	10/19/2013
SHOO	C/P	55.00	10/19/2013	SHOO1	C/P	36.67	10/19/2013
SHOO	C/P	60.00	10/19/2013	SHOO1	C/P	40.00	10/19/2013
SHOO	C/P	65.00	10/19/2013	SHOO1	C/P	43.33	10/19/2013
SHOO	C/P	30.00	11/16/2013	SHOO1	C/P	20.00	11/16/2013
SHOO	C/P	35.00	11/16/2013	SHOO1	C/P	23.33	11/16/2013
SHOO	C/P	40.00	11/16/2013	SHOO1	C/P	26.67	11/16/2013
SHOO	C/P	45.00	11/16/2013	SHOO1	C/P	30.00	11/16/2013
SHOO	C/P	50.00	11/16/2013	SHOO1	C/P	33.33	11/16/2013

	C/P	55.00	11/16/2013	SHOO1	C/P	36.67	11/16/2013
SHOO	C/P	60.00	11/16/2013	SHOO1	C/P	40.00	11/16/2013
SHOO	C/P	65.00	11/16/2013	SHOO1	C/P	43.33	11/16/2013

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Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
SHOO	C/P	70.00	11/16/2013	SHOO1	C/P	46.67	11/16/2013
SHOO	C/P	75.00	11/16/2013	SHOO1	C/P	50.00	11/16/2013
SHOO	C/P	80.00	11/16/2013	SHOO1	C/P	53.33	11/16/2013
SHOO	C/P	22.50	12/21/2013	SHOO1	C/P	15.00	12/21/2013
SHOO	C/P	25.00	12/21/2013	SHOO1	C/P	16.67	12/21/2013
SHOO	C/P	30.00	12/21/2013	SHOO1	C/P	20.00	12/21/2013
SHOO	C/P	35.00	12/21/2013	SHOO1	C/P	23.33	12/21/2013
SHOO	C/P	40.00	12/21/2013	SHOO1	C/P	26.67	12/21/2013
SHOO	C/P	45.00	12/21/2013	SHOO1	C/P	30.00	12/21/2013
SHOO	C/P	50.00	12/21/2013	SHOO1	C/P	33.33	12/21/2013
SHOO	C/P	55.00	12/21/2013	SHOO1	C/P	36.67	12/21/2013
SHOO	C/P	60.00	12/21/2013	SHOO1	C/P	40.00	12/21/2013
SHOO	C/P	65.00	12/21/2013	SHOO1	C/P	43.33	12/21/2013
SHOO	C/P	30.00	03/22/2014	SHOO1	C/P	20.00	03/22/2014
SHOO	C/P	35.00	03/22/2014	SHOO1	C/P	23.33	03/22/2014
SHOO	C/P	40.00	03/22/2014	SHOO1	C/P	26.67	03/22/2014
SHOO	C/P	45.00	03/22/2014	SHOO1	C/P	30.00	03/22/2014
SHOO	C/P	50.00	03/22/2014	SHOO1	C/P	33.33	03/22/2014
SHOO	C/P	55.00	03/22/2014	SHOO1	C/P	36.67	03/22/2014
SHOO	C/P	60.00	03/22/2014	SHOO1	C/P	40.00	03/22/2014
SHOO	C/P	65.00	03/22/2014	SHOO1	C/P	43.33	03/22/2014
SHOO	C/P	70.00	03/22/2014	SHOO1	C/P	46.67	03/22/2014
SHOO	C/P	75.00	03/22/2014	SHOO1	C/P	50.00	03/22/2014

Disclaimer:

This Information Memo summarizes corporate events affecting listed options. No warranty of accuracy or completeness is given with respect to the summary. Option series information is based on series existing at OCC at the time this Memo was generated.

Contact Information:

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.