

**UNITED ONLINE, INC. - REVERSE SPLIT AND DISTRIBUTION****DESCRIPTION:**

United Online, Inc. (UNTD) has announced a 1-for-7 reverse stock split and a distribution of FTD Companies, Inc. (FTD) Common Shares. The distribution ratio is 0.20 FTD Common Share for each UNTD Common Share held prior to the reverse stock split. The distribution and reverse split will become effective before the open on November 1, 2013.

The record date for the distribution is October 10, 2013; the payable date is November 1, 2013.

FTD Companies, Inc. Common Shares began trading on a when issued basis on October 10, 2013 on NASDAQ stock market under the trading symbol FTDDV.

Contract Adjustments:

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

Adjustment Date: 11/01/2013

Option Symbol: UNTD becomes UNTD1

Underlying Security: UNTD remains UNTD1

CUSIP: 30281V108, 911268209

Contract Multiplier: 1

Strike Divisor: 1

New Multiplier: 100

Settlement Allocation: 80%, 20%

New Deliverable: 20 FTD Companies, Inc. (FTD) Common Shares
Cash in lieu of 0.2857 fractional UNTD Shares
14 (New) United Online, Inc. (UNTD) Common Shares

GTC Order Cancellation: On Thursday, October 31, 2013, immediately after the BOX close, all resting orders for UNTD in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the new UNTD1 series, the BOX Participant will need to reenter the orders before the open on Friday, November 1, 2013.

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
UNTD	C/P	2.50	11/16/2013	UNTD1	C/P	2.50	11/16/2013
UNTD	C/P	5.00	11/16/2013	UNTD1	C/P	5.00	11/16/2013
UNTD	C/P	7.50	11/16/2013	UNTD1	C/P	7.50	11/16/2013
UNTD	C/P	10.00	11/16/2013	UNTD1	C/P	10.00	11/16/2013
UNTD	C/P	12.50	11/16/2013	UNTD1	C/P	12.50	11/16/2013
UNTD	C/P	15.00	11/16/2013	UNTD1	C/P	15.00	11/16/2013
UNTD	C/P	2.50	12/21/2013	UNTD1	C/P	2.50	12/21/2013
UNTD	C/P	5.00	12/21/2013	UNTD1	C/P	5.00	12/21/2013

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
UNTD	C/P	7.50	12/21/2013	UNTD1	C/P	7.50	12/21/2013
UNTD	C/P	10.00	12/21/2013	UNTD1	C/P	10.00	12/21/2013
UNTD	C/P	12.50	12/21/2013	UNTD1	C/P	12.50	12/21/2013
UNTD	C/P	2.50	03/22/2014	UNTD1	C/P	2.50	03/22/2014
UNTD	C/P	5.00	03/22/2014	UNTD1	C/P	5.00	03/22/2014
UNTD	C/P	7.50	03/22/2014	UNTD1	C/P	7.50	03/22/2014
UNTD	C/P	10.00	03/22/2014	UNTD1	C/P	10.00	03/22/2014
UNTD	C/P	12.50	03/22/2014	UNTD1	C/P	12.50	03/22/2014
UNTD	C/P	15.00	03/22/2014	UNTD1	C/P	15.00	03/22/2014
UNTD	C/P	2.50	06/21/2014	UNTD1	C/P	2.50	06/21/2014
UNTD	C/P	5.00	06/21/2014	UNTD1	C/P	5.00	06/21/2014
UNTD	C/P	7.50	06/21/2014	UNTD1	C/P	7.50	06/21/2014
UNTD	C/P	10.00	06/21/2014	UNTD1	C/P	10.00	06/21/2014
UNTD	C/P	12.50	06/21/2014	UNTD1	C/P	12.50	06/21/2014
UNTD	C/P	15.00	06/21/2014	UNTD1	C/P	15.00	06/21/2014

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.