

Exchange/Memo ID: 202332

ONN / OCC ID: 28200

**THE DRESS BARN, INC. - NAME AND SYMBOL CHANGE****DESCRIPTION:**

The Options Clearing Corporation (OCC) has been advised that The Dress Barn, Inc. (DBRN) will change its name and symbol to Ascena Retail Group, Inc. (ASNA) as a result of a reorganization into a holding company. As a result, option symbol DBRN will also change to ASNA. **These changes will become effective at the opening of business on January 3, 2011.**

Strike prices and all other option terms will not change. Clearing Member input to OCC must use the new option symbol ASNA commencing January 3, 2011.

Symbol Conversion:

Adjustment Date: January 3, 2011

Option Symbol: DBRN becomes ASNA

Underlying Security: DBRN becomes ASNA

Contract Multiplier: 1

Strike Divisor: 1

New Multiplier: 100

New Deliverable/Contract: 100 Ascena Retail Group, Inc. (ASNA) Common Shares

GTC Order Cancellation:

On Friday, December 31, 2010, immediately after the BOX close, all resting orders for DBRN in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the new ASNA series, the BOX Participant will need to reenter the orders before the open on Monday, January 3, 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
DBRN	C/P	17.50	01/22/2011	ASNA	C/P	17.50	01/22/2011
DBRN	C/P	20.00	01/22/2011	ASNA	C/P	20.00	01/22/2011
DBRN	C/P	21.00	01/22/2011	ASNA	C/P	21.00	01/22/2011
DBRN	C/P	22.00	01/22/2011	ASNA	C/P	22.00	01/22/2011
DBRN	C/P	23.00	01/22/2011	ASNA	C/P	23.00	01/22/2011
DBRN	C/P	24.00	01/22/2011	ASNA	C/P	24.00	01/22/2011
DBRN	C/P	25.00	01/22/2011	ASNA	C/P	25.00	01/22/2011
DBRN	C/P	26.00	01/22/2011	ASNA	C/P	26.00	01/22/2011
DBRN	C/P	27.00	01/22/2011	ASNA	C/P	27.00	01/22/2011
DBRN	C/P	28.00	01/22/2011	ASNA	C/P	28.00	01/22/2011
DBRN	C/P	29.00	01/22/2011	ASNA	C/P	29.00	01/22/2011
DBRN	C/P	30.00	01/22/2011	ASNA	C/P	30.00	01/22/2011
DBRN	C/P	31.00	01/22/2011	ASNA	C/P	31.00	01/22/2011
DBRN	C/P	21.00	02/19/2011	ASNA	C/P	21.00	02/19/2011
DBRN	C/P	22.00	02/19/2011	ASNA	C/P	22.00	02/19/2011

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
DBRN	C/P	23.00	02/19/2011	ASNA	C/P	23.00	02/19/2011
DBRN	C/P	24.00	02/19/2011	ASNA	C/P	24.00	02/19/2011
DBRN	C/P	25.00	02/19/2011	ASNA	C/P	25.00	02/19/2011
DBRN	C/P	26.00	02/19/2011	ASNA	C/P	26.00	02/19/2011
DBRN	C/P	27.00	02/19/2011	ASNA	C/P	27.00	02/19/2011
DBRN	C/P	28.00	02/19/2011	ASNA	C/P	28.00	02/19/2011
DBRN	C/P	29.00	02/19/2011	ASNA	C/P	29.00	02/19/2011
DBRN	C/P	30.00	02/19/2011	ASNA	C/P	30.00	02/19/2011
DBRN	C/P	31.00	02/19/2011	ASNA	C/P	31.00	02/19/2011
DBRN	C/P	12.50	03/19/2011	ASNA	C/P	12.50	03/19/2011
DBRN	C/P	15.00	03/19/2011	ASNA	C/P	15.00	03/19/2011
DBRN	C/P	16.00	03/19/2011	ASNA	C/P	16.00	03/19/2011
DBRN	C/P	17.00	03/19/2011	ASNA	C/P	17.00	03/19/2011
DBRN	C/P	18.00	03/19/2011	ASNA	C/P	18.00	03/19/2011
DBRN	C/P	19.00	03/19/2011	ASNA	C/P	19.00	03/19/2011
DBRN	C/P	20.00	03/19/2011	ASNA	C/P	20.00	03/19/2011
DBRN	C/P	21.00	03/19/2011	ASNA	C/P	21.00	03/19/2011
DBRN	C/P	22.50	03/19/2011	ASNA	C/P	22.50	03/19/2011
DBRN	C/P	24.00	03/19/2011	ASNA	C/P	24.00	03/19/2011
DBRN	C/P	25.00	03/19/2011	ASNA	C/P	25.00	03/19/2011
DBRN	C/P	26.00	03/19/2011	ASNA	C/P	26.00	03/19/2011
DBRN	C/P	27.00	03/19/2011	ASNA	C/P	27.00	03/19/2011
DBRN	C/P	28.00	03/19/2011	ASNA	C/P	28.00	03/19/2011
DBRN	C/P	29.00	03/19/2011	ASNA	C/P	29.00	03/19/2011
DBRN	C/P	30.00	03/19/2011	ASNA	C/P	30.00	03/19/2011
DBRN	C/P	31.00	03/19/2011	ASNA	C/P	31.00	03/19/2011
DBRN	C/P	35.00	03/19/2011	ASNA	C/P	35.00	03/19/2011
DBRN	C/P	12.50	06/18/2011	ASNA	C/P	12.50	06/18/2011
DBRN	C/P	15.00	06/18/2011	ASNA	C/P	15.00	06/18/2011
DBRN	C/P	18.00	06/18/2011	ASNA	C/P	18.00	06/18/2011
DBRN	C/P	19.00	06/18/2011	ASNA	C/P	19.00	06/18/2011
DBRN	C/P	20.00	06/18/2011	ASNA	C/P	20.00	06/18/2011
DBRN	C/P	21.00	06/18/2011	ASNA	C/P	21.00	06/18/2011
DBRN	C/P	22.00	06/18/2011	ASNA	C/P	22.00	06/18/2011
DBRN	C/P	23.00	06/18/2011	ASNA	C/P	23.00	06/18/2011
DBRN	C/P	24.00	06/18/2011	ASNA	C/P	24.00	06/18/2011
DBRN	C/P	25.00	06/18/2011	ASNA	C/P	25.00	06/18/2011
DBRN	C/P	26.00	06/18/2011	ASNA	C/P	26.00	06/18/2011
DBRN	C/P	27.00	06/18/2011	ASNA	C/P	27.00	06/18/2011
DBRN	C/P	28.00	06/18/2011	ASNA	C/P	28.00	06/18/2011
DBRN	C/P	29.00	06/18/2011	ASNA	C/P	29.00	06/18/2011
DBRN	C/P	30.00	06/18/2011	ASNA	C/P	30.00	06/18/2011
DBRN	C/P	31.00	06/18/2011	ASNA	C/P	31.00	06/18/2011
DBRN	C/P	35.00	06/18/2011	ASNA	C/P	35.00	06/18/2011

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.