

Special Cash Dividend June 14, 2011

Exchange/Memo ID: 202463



LIMITED BRANDS (LTD) – SPECIAL CASH DIVIDEND

Ex - Distribution Date: 06/15/2011

DESCRIPTION:

Limited Brands (LTD) has announced a Special Cash Dividend of **\$1.00 per LTD Common Share**. The record date is Friday, June 17, 2011. The payable date is Friday, July 1, 2011. **The ex-distribution date for this special cash dividend will be Wednesday, June 15, 2011.**

Contract Adjustments:

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

Adjustment Date: Wednesday, June 15, 2011

Option Symbol: LTD remains LTD

Underlying Security: LTD remains LTD

Contract Multiplier: 1

Strike Prices: Changed by reducing the existing strikes by **\$1.00**

New Multiplier: 100 (e.g. Premium of 1.00 = \$100)

New Deliverable: 100 Limited Brands (LTD) Common Shares

GTC Order Cancellation:

On Tuesday, June 14, 2011, 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 Wednesday, June 15 2011.

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	30.00	06/18/2011	LTD	C/P	29.00	06/18/2011
LTD	C/P	32.00	06/18/2011	LTD	C/P	31.00	06/18/2011
LTD	C/P	33.00	06/18/2011	LTD	C/P	32.00	06/18/2011
LTD	C/P	34.00	06/18/2011	LTD	C/P	33.00	06/18/2011
LTD	C/P	35.00	06/18/2011	LTD	C/P	34.00	06/18/2011
LTD	C/P	36.00	06/18/2011	LTD	C/P	35.00	06/18/2011
LTD	C/P	37.00	06/18/2011	LTD	C/P	36.00	06/18/2011
LTD	C/P	38.00	06/18/2011	LTD	C/P	37.00	06/18/2011
LTD	C/P	39.00	06/18/2011	LTD	C/P	38.00	06/18/2011
LTD	C/P	40.00	06/18/2011	LTD	C/P	39.00	06/18/2011
LTD	C/P	41.00	06/18/2011	LTD	C/P	40.00	06/18/2011
LTD	C/P	42.00	06/18/2011	LTD	C/P	41.00	06/18/2011
LTD	C/P	43.00	06/18/2011	LTD	C/P	42.00	06/18/2011
LTD	C/P	44.00	06/18/2011	LTD	C/P	43.00	06/18/2011
LTD	C/P	45.00	06/18/2011	LTD	C/P	44.00	06/18/2011

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
LTD	C/P	46.00	06/18/2011	LTD	C/P	45.00	06/18/2011
LTD	C/P	47.00	06/18/2011	LTD	C/P	46.00	06/18/2011
LTD	C/P	50.00	06/18/2011	LTD	C/P	49.00	06/18/2011
LTD	C/P	30.00	07/16/2011	LTD	C/P	29.00	07/16/2011
LTD	C/P	32.00	07/16/2011	LTD	C/P	31.00	07/16/2011
LTD	C/P	33.00	07/16/2011	LTD	C/P	32.00	07/16/2011
LTD	C/P	34.00	07/16/2011	LTD	C/P	33.00	07/16/2011
LTD	C/P	35.00	07/16/2011	LTD	C/P	34.00	07/16/2011
LTD	C/P	36.00	07/16/2011	LTD	C/P	35.00	07/16/2011
LTD	C/P	37.00	07/16/2011	LTD	C/P	36.00	07/16/2011
LTD	C/P	38.00	07/16/2011	LTD	C/P	37.00	07/16/2011
LTD	C/P	39.00	07/16/2011	LTD	C/P	38.00	07/16/2011
LTD	C/P	40.00	07/16/2011	LTD	C/P	39.00	07/16/2011
LTD	C/P	41.00	07/16/2011	LTD	C/P	40.00	07/16/2011
LTD	C/P	42.00	07/16/2011	LTD	C/P	41.00	07/16/2011
LTD	C/P	43.00	07/16/2011	LTD	C/P	42.00	07/16/2011
LTD	C/P	44.00	07/16/2011	LTD	C/P	43.00	07/16/2011
LTD	C/P	45.00	07/16/2011	LTD	C/P	44.00	07/16/2011
LTD	C/P	47.00	07/16/2011	LTD	C/P	46.00	07/16/2011
LTD	C/P	20.00	08/20/2011	LTD	C/P	19.00	08/20/2011
LTD	C/P	22.50	08/20/2011	LTD	C/P	21.50	08/20/2011
LTD	C/P	24.00	08/20/2011	LTD	C/P	23.00	08/20/2011
LTD	C/P	25.00	08/20/2011	LTD	C/P	24.00	08/20/2011
LTD	C/P	26.00	08/20/2011	LTD	C/P	25.00	08/20/2011
LTD	C/P	27.00	08/20/2011	LTD	C/P	26.00	08/20/2011
LTD	C/P	28.00	08/20/2011	LTD	C/P	27.00	08/20/2011
LTD	C/P	29.00	08/20/2011	LTD	C/P	28.00	08/20/2011
LTD	C/P	30.00	08/20/2011	LTD	C/P	29.00	08/20/2011
LTD	C/P	31.00	08/20/2011	LTD	C/P	30.00	08/20/2011
LTD	C/P	32.00	08/20/2011	LTD	C/P	31.00	08/20/2011
LTD	C/P	33.00	08/20/2011	LTD	C/P	32.00	08/20/2011
LTD	C/P	34.00	08/20/2011	LTD	C/P	33.00	08/20/2011
LTD	C/P	35.00	08/20/2011	LTD	C/P	34.00	08/20/2011
LTD	C/P	36.00	08/20/2011	LTD	C/P	35.00	08/20/2011
LTD	C/P	37.00	08/20/2011	LTD	C/P	36.00	08/20/2011
LTD	C/P	38.00	08/20/2011	LTD	C/P	37.00	08/20/2011
LTD	C/P	39.00	08/20/2011	LTD	C/P	38.00	08/20/2011
LTD	C/P	40.00	08/20/2011	LTD	C/P	39.00	08/20/2011
LTD	C/P	41.00	08/20/2011	LTD	C/P	40.00	08/20/2011
LTD	C/P	42.00	08/20/2011	LTD	C/P	41.00	08/20/2011
LTD	C/P	43.00	08/20/2011	LTD	C/P	42.00	08/20/2011
LTD	C/P	44.00	08/20/2011	LTD	C/P	43.00	08/20/2011
LTD	C/P	45.00	08/20/2011	LTD	C/P	44.00	08/20/2011
LTD	C/P	46.00	08/20/2011	LTD	C/P	45.00	08/20/2011
LTD	C/P	47.00	08/20/2011	LTD	C/P	46.00	08/20/2011

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
LTD	C/P	50.00	08/20/2011	LTD	C/P	49.00	08/20/2011
LTD	C/P	55.00	08/20/2011	LTD	C/P	54.00	08/20/2011
LTD	C/P	60.00	08/20/2011	LTD	C/P	59.00	08/20/2011
LTD	C/P	20.00	11/19/2011	LTD	C/P	19.00	11/19/2011
LTD	C/P	23.00	11/19/2011	LTD	C/P	22.00	11/19/2011
LTD	C/P	25.00	11/19/2011	LTD	C/P	24.00	11/19/2011
LTD	C/P	26.00	11/19/2011	LTD	C/P	25.00	11/19/2011
LTD	C/P	27.00	11/19/2011	LTD	C/P	26.00	11/19/2011
LTD	C/P	28.00	11/19/2011	LTD	C/P	27.00	11/19/2011
LTD	C/P	29.00	11/19/2011	LTD	C/P	28.00	11/19/2011
LTD	C/P	30.00	11/19/2011	LTD	C/P	29.00	11/19/2011
LTD	C/P	31.00	11/19/2011	LTD	C/P	30.00	11/19/2011
LTD	C/P	32.00	11/19/2011	LTD	C/P	31.00	11/19/2011
LTD	C/P	33.00	11/19/2011	LTD	C/P	32.00	11/19/2011
LTD	C/P	34.00	11/19/2011	LTD	C/P	33.00	11/19/2011
LTD	C/P	35.00	11/19/2011	LTD	C/P	34.00	11/19/2011
LTD	C/P	36.00	11/19/2011	LTD	C/P	35.00	11/19/2011
LTD	C/P	37.00	11/19/2011	LTD	C/P	36.00	11/19/2011
LTD	C/P	38.00	11/19/2011	LTD	C/P	37.00	11/19/2011
LTD	C/P	39.00	11/19/2011	LTD	C/P	38.00	11/19/2011
LTD	C/P	40.00	11/19/2011	LTD	C/P	39.00	11/19/2011
LTD	C/P	41.00	11/19/2011	LTD	C/P	40.00	11/19/2011
LTD	C/P	42.00	11/19/2011	LTD	C/P	41.00	11/19/2011
LTD	C/P	43.00	11/19/2011	LTD	C/P	42.00	11/19/2011
LTD	C/P	44.00	11/19/2011	LTD	C/P	43.00	11/19/2011
LTD	C/P	45.00	11/19/2011	LTD	C/P	44.00	11/19/2011
LTD	C/P	46.00	11/19/2011	LTD	C/P	45.00	11/19/2011
LTD	C/P	47.00	11/19/2011	LTD	C/P	46.00	11/19/2011
LTD	C/P	50.00	11/19/2011	LTD	C/P	49.00	11/19/2011
LTD	C/P	55.00	11/19/2011	LTD	C/P	54.00	11/19/2011
LTD	C/P	60.00	11/19/2011	LTD	C/P	59.00	11/19/2011
LTD	C/P	6.00	01/21/2012	LTD	C/P	5.00	01/21/2012
LTD	C/P	9.50	01/21/2012	LTD	C/P	8.50	01/21/2012
LTD	C/P	11.00	01/21/2012	LTD	C/P	10.00	01/21/2012
LTD	C/P	12.00	01/21/2012	LTD	C/P	11.00	01/21/2012
LTD	C/P	14.50	01/21/2012	LTD	C/P	13.50	01/21/2012
LTD	C/P	16.00	01/21/2012	LTD	C/P	15.00	01/21/2012
LTD	C/P	17.00	01/21/2012	LTD	C/P	16.00	01/21/2012
LTD	C/P	19.50	01/21/2012	LTD	C/P	18.50	01/21/2012
LTD	C/P	21.00	01/21/2012	LTD	C/P	20.00	01/21/2012
LTD	C/P	22.00	01/21/2012	LTD	C/P	21.00	01/21/2012
LTD	C/P	25.00	01/21/2012	LTD	C/P	24.00	01/21/2012
LTD	C/P	26.00	01/21/2012	LTD	C/P	25.00	01/21/2012
LTD	C/P	27.00	01/21/2012	LTD	C/P	26.00	01/21/2012
LTD	C/P	30.00	01/21/2012	LTD	C/P	29.00	01/21/2012

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LTD	C/P	33.00	01/21/2012	LTD	C/P	32.00	01/21/2012
LTD	C/P	34.00	01/21/2012	LTD	C/P	33.00	01/21/2012
LTD	C/P	35.00	01/21/2012	LTD	C/P	34.00	01/21/2012
LTD	C/P	36.00	01/21/2012	LTD	C/P	35.00	01/21/2012
LTD	C/P	37.00	01/21/2012	LTD	C/P	36.00	01/21/2012
LTD	C/P	38.00	01/21/2012	LTD	C/P	37.00	01/21/2012
LTD	C/P	39.00	01/21/2012	LTD	C/P	38.00	01/21/2012
LTD	C/P	40.00	01/21/2012	LTD	C/P	39.00	01/21/2012
LTD	C/P	41.00	01/21/2012	LTD	C/P	40.00	01/21/2012
LTD	C/P	42.00	01/21/2012	LTD	C/P	41.00	01/21/2012
LTD	C/P	43.00	01/21/2012	LTD	C/P	42.00	01/21/2012
LTD	C/P	44.00	01/21/2012	LTD	C/P	43.00	01/21/2012
LTD	C/P	45.00	01/21/2012	LTD	C/P	44.00	01/21/2012
LTD	C/P	47.00	01/21/2012	LTD	C/P	46.00	01/21/2012
LTD	C/P	50.00	01/21/2012	LTD	C/P	49.00	01/21/2012
LTD	C/P	55.00	01/21/2012	LTD	C/P	54.00	01/21/2012
LTD	C/P	60.00	01/21/2012	LTD	C/P	59.00	01/21/2012
LTD	C/P	12.00	01/19/2013	LTD	C/P	11.00	01/19/2013
LTD	C/P	14.50	01/19/2013	LTD	C/P	13.50	01/19/2013
LTD	C/P	17.00	01/19/2013	LTD	C/P	16.00	01/19/2013
LTD	C/P	20.00	01/19/2013	LTD	C/P	19.00	01/19/2013
LTD	C/P	22.00	01/19/2013	LTD	C/P	21.00	01/19/2013
LTD	C/P	25.00	01/19/2013	LTD	C/P	24.00	01/19/2013
LTD	C/P	27.00	01/19/2013	LTD	C/P	26.00	01/19/2013
LTD	C/P	30.00	01/19/2013	LTD	C/P	29.00	01/19/2013
LTD	C/P	32.00	01/19/2013	LTD	C/P	31.00	01/19/2013
LTD	C/P	35.00	01/19/2013	LTD	C/P	34.00	01/19/2013
LTD	C/P	37.00	01/19/2013	LTD	C/P	36.00	01/19/2013
LTD	C/P	40.00	01/19/2013	LTD	C/P	39.00	01/19/2013
LTD	C/P	45.00	01/19/2013	LTD	C/P	44.00	01/19/2013
LTD	C/P	50.00	01/19/2013	LTD	C/P	49.00	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.