

**LIMITED BRANDS, INC. (LTD) – SPECIAL CASH DIVIDEND**

Ex - Distribution Date: 08/21/2012

DESCRIPTION:

Limited Brands, Inc. (LTD) has announced a **Special Cash Dividend of \$1.00 per LTD Common Share**. The record date is Thursday, August 23, 2012. The payable date is on Friday, September 7, 2012. **The ex-distribution date for this special cash dividend will be Tuesday, August 21, 2012.**

Contract Adjustments:

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

Adjustment Date:	Tuesday, August 21, 2012		
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, Inc. (LTD) Common Shares		

GTC Order Cancellation:

On Monday, August 20, 2012, 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 Tuesday, August 21, 2012.

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	37.00	09/22/2012	LTD	C/P	36.00	09/22/2012
LTD	C/P	38.00	09/22/2012	LTD	C/P	37.00	09/22/2012
LTD	C/P	39.00	09/22/2012	LTD	C/P	38.00	09/22/2012
LTD	C/P	40.00	09/22/2012	LTD	C/P	39.00	09/22/2012
LTD	C/P	41.00	09/22/2012	LTD	C/P	40.00	09/22/2012
LTD	C/P	42.00	09/22/2012	LTD	C/P	41.00	09/22/2012
LTD	C/P	43.00	09/22/2012	LTD	C/P	42.00	09/22/2012
LTD	C/P	44.00	09/22/2012	LTD	C/P	43.00	09/22/2012
LTD	C/P	45.00	09/22/2012	LTD	C/P	44.00	09/22/2012
LTD	C/P	46.00	09/22/2012	LTD	C/P	45.00	09/22/2012
LTD	C/P	47.00	09/22/2012	LTD	C/P	46.00	09/22/2012
LTD	C/P	48.00	09/22/2012	LTD	C/P	47.00	09/22/2012
LTD	C/P	49.00	09/22/2012	LTD	C/P	48.00	09/22/2012
LTD	C/P	50.00	09/22/2012	LTD	C/P	49.00	09/22/2012
LTD	C/P	55.00	09/22/2012	LTD	C/P	54.00	09/22/2012

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	60.00	09/22/2012	LTD	C/P	59.00	09/22/2012
LTD	C/P	65.00	09/22/2012	LTD	C/P	64.00	09/22/2012
LTD	C/P	70.00	09/22/2012	LTD	C/P	69.00	09/22/2012
LTD	C/P	41.00	10/20/2012	LTD	C/P	40.00	10/20/2012
LTD	C/P	42.00	10/20/2012	LTD	C/P	41.00	10/20/2012
LTD	C/P	43.00	10/20/2012	LTD	C/P	42.00	10/20/2012
LTD	C/P	44.00	10/20/2012	LTD	C/P	43.00	10/20/2012
LTD	C/P	45.00	10/20/2012	LTD	C/P	44.00	10/20/2012
LTD	C/P	46.00	10/20/2012	LTD	C/P	45.00	10/20/2012
LTD	C/P	47.00	10/20/2012	LTD	C/P	46.00	10/20/2012
LTD	C/P	48.00	10/20/2012	LTD	C/P	47.00	10/20/2012
LTD	C/P	49.00	10/20/2012	LTD	C/P	48.00	10/20/2012
LTD	C/P	50.00	10/20/2012	LTD	C/P	49.00	10/20/2012
LTD	C/P	55.00	10/20/2012	LTD	C/P	54.00	10/20/2012
LTD	C/P	60.00	10/20/2012	LTD	C/P	59.00	10/20/2012
LTD	C/P	65.00	10/20/2012	LTD	C/P	64.00	10/20/2012
LTD	C/P	70.00	10/20/2012	LTD	C/P	69.00	10/20/2012
LTD	C/P	21.00	11/17/2012	LTD	C/P	20.00	11/17/2012
LTD	C/P	22.00	11/17/2012	LTD	C/P	21.00	11/17/2012
LTD	C/P	23.00	11/17/2012	LTD	C/P	22.00	11/17/2012
LTD	C/P	24.00	11/17/2012	LTD	C/P	23.00	11/17/2012
LTD	C/P	25.00	11/17/2012	LTD	C/P	24.00	11/17/2012
LTD	C/P	26.00	11/17/2012	LTD	C/P	25.00	11/17/2012
LTD	C/P	27.00	11/17/2012	LTD	C/P	26.00	11/17/2012
LTD	C/P	28.00	11/17/2012	LTD	C/P	27.00	11/17/2012
LTD	C/P	29.00	11/17/2012	LTD	C/P	28.00	11/17/2012
LTD	C/P	30.00	11/17/2012	LTD	C/P	29.00	11/17/2012
LTD	C/P	31.00	11/17/2012	LTD	C/P	30.00	11/17/2012
LTD	C/P	32.00	11/17/2012	LTD	C/P	31.00	11/17/2012
LTD	C/P	33.00	11/17/2012	LTD	C/P	32.00	11/17/2012
LTD	C/P	34.00	11/17/2012	LTD	C/P	33.00	11/17/2012
LTD	C/P	35.00	11/17/2012	LTD	C/P	34.00	11/17/2012
LTD	C/P	36.00	11/17/2012	LTD	C/P	35.00	11/17/2012
LTD	C/P	37.00	11/17/2012	LTD	C/P	36.00	11/17/2012
LTD	C/P	38.00	11/17/2012	LTD	C/P	37.00	11/17/2012
LTD	C/P	39.00	11/17/2012	LTD	C/P	38.00	11/17/2012
LTD	C/P	40.00	11/17/2012	LTD	C/P	39.00	11/17/2012
LTD	C/P	41.00	11/17/2012	LTD	C/P	40.00	11/17/2012
LTD	C/P	42.00	11/17/2012	LTD	C/P	41.00	11/17/2012
LTD	C/P	43.00	11/17/2012	LTD	C/P	42.00	11/17/2012
LTD	C/P	44.00	11/17/2012	LTD	C/P	43.00	11/17/2012
LTD	C/P	45.00	11/17/2012	LTD	C/P	44.00	11/17/2012
LTD	C/P	46.00	11/17/2012	LTD	C/P	45.00	11/17/2012
LTD	C/P	47.00	11/17/2012	LTD	C/P	46.00	11/17/2012
LTD	C/P	48.00	11/17/2012	LTD	C/P	47.00	11/17/2012

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	49.00	11/17/2012	LTD	C/P	48.00	11/17/2012
LTD	C/P	50.00	11/17/2012	LTD	C/P	49.00	11/17/2012
LTD	C/P	55.00	11/17/2012	LTD	C/P	54.00	11/17/2012
LTD	C/P	60.00	11/17/2012	LTD	C/P	59.00	11/17/2012
LTD	C/P	65.00	11/17/2012	LTD	C/P	64.00	11/17/2012
LTD	C/P	70.00	11/17/2012	LTD	C/P	69.00	11/17/2012
LTD	C/P	75.00	11/17/2012	LTD	C/P	74.00	11/17/2012
LTD	C/P	9.00	01/19/2013	LTD	C/P	8.00	01/19/2013
LTD	C/P	11.50	01/19/2013	LTD	C/P	10.50	01/19/2013
LTD	C/P	14.00	01/19/2013	LTD	C/P	13.00	01/19/2013
LTD	C/P	17.00	01/19/2013	LTD	C/P	16.00	01/19/2013
LTD	C/P	18.00	01/19/2013	LTD	C/P	17.00	01/19/2013
LTD	C/P	19.00	01/19/2013	LTD	C/P	18.00	01/19/2013
LTD	C/P	21.00	01/19/2013	LTD	C/P	20.00	01/19/2013
LTD	C/P	22.00	01/19/2013	LTD	C/P	21.00	01/19/2013
LTD	C/P	23.00	01/19/2013	LTD	C/P	22.00	01/19/2013
LTD	C/P	24.00	01/19/2013	LTD	C/P	23.00	01/19/2013
LTD	C/P	25.00	01/19/2013	LTD	C/P	24.00	01/19/2013
LTD	C/P	26.00	01/19/2013	LTD	C/P	25.00	01/19/2013
LTD	C/P	27.00	01/19/2013	LTD	C/P	26.00	01/19/2013
LTD	C/P	28.00	01/19/2013	LTD	C/P	27.00	01/19/2013
LTD	C/P	29.00	01/19/2013	LTD	C/P	28.00	01/19/2013
LTD	C/P	30.00	01/19/2013	LTD	C/P	29.00	01/19/2013
LTD	C/P	31.00	01/19/2013	LTD	C/P	30.00	01/19/2013
LTD	C/P	32.00	01/19/2013	LTD	C/P	31.00	01/19/2013
LTD	C/P	33.00	01/19/2013	LTD	C/P	32.00	01/19/2013
LTD	C/P	34.00	01/19/2013	LTD	C/P	33.00	01/19/2013
LTD	C/P	35.00	01/19/2013	LTD	C/P	34.00	01/19/2013
LTD	C/P	36.00	01/19/2013	LTD	C/P	35.00	01/19/2013
LTD	C/P	37.00	01/19/2013	LTD	C/P	36.00	01/19/2013
LTD	C/P	38.00	01/19/2013	LTD	C/P	37.00	01/19/2013
LTD	C/P	39.00	01/19/2013	LTD	C/P	38.00	01/19/2013
LTD	C/P	40.00	01/19/2013	LTD	C/P	39.00	01/19/2013
LTD	C/P	41.00	01/19/2013	LTD	C/P	40.00	01/19/2013
LTD	C/P	42.00	01/19/2013	LTD	C/P	41.00	01/19/2013
LTD	C/P	43.00	01/19/2013	LTD	C/P	42.00	01/19/2013
LTD	C/P	44.00	01/19/2013	LTD	C/P	43.00	01/19/2013
LTD	C/P	45.00	01/19/2013	LTD	C/P	44.00	01/19/2013
LTD	C/P	46.00	01/19/2013	LTD	C/P	45.00	01/19/2013
LTD	C/P	47.00	01/19/2013	LTD	C/P	46.00	01/19/2013
LTD	C/P	48.00	01/19/2013	LTD	C/P	47.00	01/19/2013
LTD	C/P	49.00	01/19/2013	LTD	C/P	48.00	01/19/2013
LTD	C/P	50.00	01/19/2013	LTD	C/P	49.00	01/19/2013
LTD	C/P	53.00	01/19/2013	LTD	C/P	52.00	01/19/2013
LTD	C/P	55.00	01/19/2013	LTD	C/P	54.00	01/19/2013

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
LTD	C/P	58.00	01/19/2013	LTD	C/P	57.00	01/19/2013
LTD	C/P	60.00	01/19/2013	LTD	C/P	59.00	01/19/2013
LTD	C/P	63.00	01/19/2013	LTD	C/P	62.00	01/19/2013
LTD	C/P	65.00	01/19/2013	LTD	C/P	64.00	01/19/2013
LTD	C/P	70.00	01/19/2013	LTD	C/P	69.00	01/19/2013
LTD	C/P	75.00	01/19/2013	LTD	C/P	74.00	01/19/2013
LTD	C/P	22.00	02/16/2013	LTD	C/P	21.00	02/16/2013
LTD	C/P	23.00	02/16/2013	LTD	C/P	22.00	02/16/2013
LTD	C/P	24.00	02/16/2013	LTD	C/P	23.00	02/16/2013
LTD	C/P	25.00	02/16/2013	LTD	C/P	24.00	02/16/2013
LTD	C/P	26.00	02/16/2013	LTD	C/P	25.00	02/16/2013
LTD	C/P	27.00	02/16/2013	LTD	C/P	26.00	02/16/2013
LTD	C/P	28.00	02/16/2013	LTD	C/P	27.00	02/16/2013
LTD	C/P	29.00	02/16/2013	LTD	C/P	28.00	02/16/2013
LTD	C/P	30.00	02/16/2013	LTD	C/P	29.00	02/16/2013
LTD	C/P	31.00	02/16/2013	LTD	C/P	30.00	02/16/2013
LTD	C/P	32.00	02/16/2013	LTD	C/P	31.00	02/16/2013
LTD	C/P	33.00	02/16/2013	LTD	C/P	32.00	02/16/2013
LTD	C/P	34.00	02/16/2013	LTD	C/P	33.00	02/16/2013
LTD	C/P	35.00	02/16/2013	LTD	C/P	34.00	02/16/2013
LTD	C/P	36.00	02/16/2013	LTD	C/P	35.00	02/16/2013
LTD	C/P	37.00	02/16/2013	LTD	C/P	36.00	02/16/2013
LTD	C/P	38.00	02/16/2013	LTD	C/P	37.00	02/16/2013
LTD	C/P	39.00	02/16/2013	LTD	C/P	38.00	02/16/2013
LTD	C/P	40.00	02/16/2013	LTD	C/P	39.00	02/16/2013
LTD	C/P	41.00	02/16/2013	LTD	C/P	40.00	02/16/2013
LTD	C/P	42.00	02/16/2013	LTD	C/P	41.00	02/16/2013
LTD	C/P	43.00	02/16/2013	LTD	C/P	42.00	02/16/2013
LTD	C/P	44.00	02/16/2013	LTD	C/P	43.00	02/16/2013
LTD	C/P	45.00	02/16/2013	LTD	C/P	44.00	02/16/2013
LTD	C/P	46.00	02/16/2013	LTD	C/P	45.00	02/16/2013
LTD	C/P	47.00	02/16/2013	LTD	C/P	46.00	02/16/2013
LTD	C/P	48.00	02/16/2013	LTD	C/P	47.00	02/16/2013
LTD	C/P	49.00	02/16/2013	LTD	C/P	48.00	02/16/2013
LTD	C/P	50.00	02/16/2013	LTD	C/P	49.00	02/16/2013
LTD	C/P	55.00	02/16/2013	LTD	C/P	54.00	02/16/2013
LTD	C/P	60.00	02/16/2013	LTD	C/P	59.00	02/16/2013
LTD	C/P	65.00	02/16/2013	LTD	C/P	64.00	02/16/2013
LTD	C/P	70.00	02/16/2013	LTD	C/P	69.00	02/16/2013
LTD	C/P	23.00	01/18/2014	LTD	C/P	22.00	01/18/2014
LTD	C/P	25.00	01/18/2014	LTD	C/P	24.00	01/18/2014
LTD	C/P	28.00	01/18/2014	LTD	C/P	27.00	01/18/2014
LTD	C/P	30.00	01/18/2014	LTD	C/P	29.00	01/18/2014
LTD	C/P	31.00	01/18/2014	LTD	C/P	30.00	01/18/2014
LTD	C/P	33.00	01/18/2014	LTD	C/P	32.00	01/18/2014

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	35.00	01/18/2014	LTD	C/P	34.00	01/18/2014
LTD	C/P	36.00	01/18/2014	LTD	C/P	35.00	01/18/2014
LTD	C/P	38.00	01/18/2014	LTD	C/P	37.00	01/18/2014
LTD	C/P	40.00	01/18/2014	LTD	C/P	39.00	01/18/2014
LTD	C/P	43.00	01/18/2014	LTD	C/P	42.00	01/18/2014
LTD	C/P	45.00	01/18/2014	LTD	C/P	44.00	01/18/2014
LTD	C/P	48.00	01/18/2014	LTD	C/P	47.00	01/18/2014
LTD	C/P	50.00	01/18/2014	LTD	C/P	49.00	01/18/2014
LTD	C/P	53.00	01/18/2014	LTD	C/P	52.00	01/18/2014
LTD	C/P	55.00	01/18/2014	LTD	C/P	54.00	01/18/2014
LTD	C/P	58.00	01/18/2014	LTD	C/P	57.00	01/18/2014
LTD	C/P	60.00	01/18/2014	LTD	C/P	59.00	01/18/2014
LTD	C/P	65.00	01/18/2014	LTD	C/P	64.00	01/18/2014
LTD	C/P	70.00	01/18/2014	LTD	C/P	69.00	01/18/2014
LTD	C/P	75.00	01/18/2014	LTD	C/P	74.00	01/18/2014

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.