



THE OPTIONS CLEARING CORPORATION

#27063

Back to Infomemo Search

DATE: MARCH 11, 2010

SUBJECT: LORILLARD, INC. (12LPS) - LEAPS SYMBOL CHANGE
OPTION SYMBOL: LTO
NEW SYMBOL: LAU
DATE: 3/12/10

The Options Clearing Corporation ("OCC") has been advised that Lorillard, Inc. (LO) LEAPS option symbol LTO will change to LAU. This change will be effective at the opening of business on Friday, March 12, 2010.

Clearing Member input to OCC must use the new option symbol LAU commencing March 12, 2010. Strike prices and all other option terms will not change.

DATE: Effective: March 12, 2010

OPTION SYMBOL: LTO becomes LAU

UNDERLYING SECURITY: LO remains LO

CONTRACT MULTIPLIER: 1

STRIKE DIVISOR: 1

NEW MULTIPLIER: 100

NEW DELIVERABLE PER CONTRACT: 100 LO Common Shares

Strike prices ranging from 50 to 100 will move from symbol LTO to LAU.

CATEGORY: OPERATIONS
SUB-CATEGORY: SYMBOL CHANGE

For questions regarding this memo, call 1-888-OPTIONS or email options@theocc.com.