



#39996

DATE: NOVEMBER 1, 2016

SUBJECT: DEMAND MEDIA, INC. – SYMBOL CHANGE
OPTION SYMBOL: DMD
NEW SYMBOL: LFGR
DATE: 11/9/16

The Options Clearing Corporation (OCC) has been informed that Demand Media, Inc. (DMD) will change its name, trading symbol and CUSIP to Leaf Group Ltd. (LFGR) CUSIP 52177G102. As a result, option symbol DMD will also change to LFGR effective at the opening of business on November 9, 2016.

Strike prices and all other option terms will not change. Clearing Member input to OCC must use the new option symbol LFGR commencing November 9, 2016.

DATE: November 9, 2016

OPTION SYMBOL: DMD changes to LFGR

UNDERLYING SECURITY: DMD changes to LFGR

CONTRACT MULTIPLIER: 1

STRIKE DIVISOR: 1

NEW MULTIPLIER: 100

DELIVERABLE PER CONTRACT: 100 Leaf Group Ltd. (LFGR) Common Shares

CUSIP: (New) 52177G102

DISCLAIMER

This Information Memo provides an unofficial summary of the terms of corporate events affecting listed options or futures prepared for the convenience of market participants. OCC accepts no responsibility for the accuracy or completeness of the summary, particularly for information which may be relevant to investment decisions. Option or futures investors should independently ascertain and evaluate all information concerning this corporate event(s).

The determination to adjust options and the nature of any adjustment is made by a panel of The OCC Securities Committee pursuant to OCC By-Laws, Article VI, Sections 11 and 11A. The adjustment panel is comprised of representatives from OCC and each exchange which trades the affected option. The determination to adjust futures and the nature of any adjustment is made by OCC pursuant to OCC By-

Laws, Article XII, Sections 3, 4, or 4A, as applicable. For both options and futures, each adjustment decision is made on a case by case basis. Adjustment decisions are based on information available at the time and are subject to change as additional information becomes available or if there are material changes to the terms of the corporate event(s) occasioning the adjustment.

ALL CLEARING MEMBERS ARE REQUESTED TO IMMEDIATELY ADVISE ALL BRANCH OFFICES AND CORRESPONDENTS ON THE ABOVE.

For questions regarding this memo, call Investor Services at 1-888-678-4667 or email investorservices@theocc.com. Clearing Members may contact Member Services at 1-800-544-6091 or, within Canada, at 1-800-424-7320, or email memberservices@theocc.com.