

Sent: Tuesday, July 10, 2007 10:55 AM

To: Cox, Christopher

Subject: NYSE Stock Symbols

Dear Mr. Cox:

Companies that list on the NYSE have worked diligently to ensure they meet the highest corporate governance and financial standards in the world. A company's symbol is representative of the market upon which they list and is an icon of exceptional brand equity, representing the company's quality, reputation and achievements. The distinction conferred by a company's symbol is an integral part of our association with the NYSE.

It has come to our attention that NASDAQ has begun trading Delta Financial Corporation (a company which transferred its listing from the American Stock Exchange) under the symbol DCF. By using this 3 letter symbol in a market traditionally associated 4 or 5 letter symbols, NASDAQ is blurring the distinction of companies that have achieved the quality of standards to list on the NYSE. Historically, Nasdaq listed companies have used 4 or 5 letter symbols and still have exclusive use of those symbols today.

We believe that keeping the one, two and three character tickers is an important brand distinction in the value and quality connoted by those companies listed on the NYSE. We urge you to encourage all exchanges to work within the Symbology Plan to develop an efficient process for the assignment of available one, two and three character symbols.

Sincerely,

Mark L. Heimboach

Chief Financial Officer and EVP

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