

The Bank of New York
BuyDIRECTsm Plan for Shareholders of
Limited Brands, Inc.

To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account. What this means for you: When you complete an enrollment application, we will ask for your name, address, date of birth, and other information that will allow us to identify you. Please be aware that we will verify the information you provide and may also ask for copies of your driver's license or other identifying documents.

Name: _____

Address: _____

Date of Birth _____ / _____ / _____
 month day year

Taxpayer I.D. No.: _____

REINVESTMENT ELECTION

- Reinvest all dividends on all certificated shares (if any) and all Plan shares (full reinvestment).
- Reinvest dividends on _____ certificated shares only (partial reinvestment).
- Pay cash dividends on all certificated shares (if any) and all Plan shares (no reinvestment).

DEPOSIT ELECTION

- Check here if you wish to deposit your certificate shares in the Plan. See Plan brochure for instructions.

Total Shares _____

If you are submitting an Optional Cash Payment

Please indicate the amount and enclose a check in U.S. dollars made payable to The Bank of New York, Limited Brands, Inc. Plan

Amount enclosed \$ _____

(Check amount MUST be a minimum of \$50 and not to exceed \$120,000 per year.)

ALL SIGNATURE(S) MUST BE EXACTLY AS NAME(S) APPEAR(S) AS INDICATED DATE

Please complete, sign and return form to: The Bank of New York
P.O. Box 1958
Newark, NJ 07101-7924

INSTRUCTIONS FOR COMPLETING THE ENROLLMENT FORM

PLEASE COMPLETE THE FRONT BY:

- Signing and dating the Enrollment Form
- Indicating your desire to deposit certificated shares and/or make an optional cash payment if either or both applies
- Enclosing your certificates for deposit in the Plan and/or a check made payable to The Bank of New York - Limited Brands, Inc. Plan for optional cash payments if either or both applies

AUTHORIZATION FOR ENROLLMENT

I/We hereby elect to participate in the Direct Purchase & Sale Plan (the "Plan"), as described in the Terms and Conditions set forth in the brochure that accompanied this Enrollment Form.

The Participant(s) appoint(s) The Bank of New York as agent under the Plan and, subject to the Terms and Conditions of the Plan, hereby authorize(s) The Bank of New York to:

- (i) receive all dividends on the number of whole shares indicated and/or any optional cash payments made by the Participant;
- (ii) apply all such funds to the purchase of full and fractional shares of Limited Brands, Inc.; and
- (iii) maintain shares for safekeeping if deposits are made.

This authorization and appointment is given with the understanding that either or both may be revoked or changed at any time, and that participation in the Plan may be terminated, by notifying The Bank of New York as provided in the Terms and Conditions of the Plan.

If you have any questions, please call our toll-free number 1-888-875-7975