

Report Prepared On: 12/05/12

**Structured Product Details**

<b>Name</b>	Reverse Convertible Notes linked to Panera Bread Company
<b>Issue Size</b>	\$211,000
<b>Issue Price</b>	\$1,000
<b>Term</b>	6 Months
<b>Annualized Coupon</b>	10.60%
<b>Pricing Date</b>	July 20, 2007
<b>Issue Date</b>	July 25, 2007
<b>Valuation Date</b>	January 22, 2008
<b>Maturity Date</b>	January 25, 2008
<b>Issuer</b>	Morgan Stanley
<b>CDS Rate</b>	15.78 bps
<b>Swap Rate</b>	5.31%
<b>Reference Asset</b>	Panera Bread Company's stock
<b>Initial Level</b>	\$46.10
<b>Trigger Price</b>	\$39.19
<b>Conversion Price</b>	\$34.01
<b>Dividend Rate</b>	0.00%
<b>Implied Volatility Delta<sup>1</sup></b>	32.55% 0.43
<b>Fair Price at Issue</b>	\$951.26
<b>Realized Return</b>	-38.01%
<b>CUSIP</b>	617446M30
<b>SEC Link</b>	<a href="http://www.sec.gov/Archives/edgar/data/895421/000095010307001857/dp06353c_424b2-ps327.htm">www.sec.gov/Archives/edgar/data/895421/000095010307001857/dp06353c_424b2-ps327.htm</a>

**Reverse Convertible Notes linked to Panera Bread Company**

**Description**

Morgan Stanley issued \$211,000 of Reverse Convertible Notes linked to Panera Bread Company on July 25, 2007 at \$1,000 per note.

These notes are Morgan Stanley-branded reverse convertibles. Reverse convertibles pay periodic interest coupons and at maturity convert into shares of the reference security if the price of the reference stock at the notes' maturity is below its price when the notes were issued and had closed below a specified "trigger" during the term of the notes.

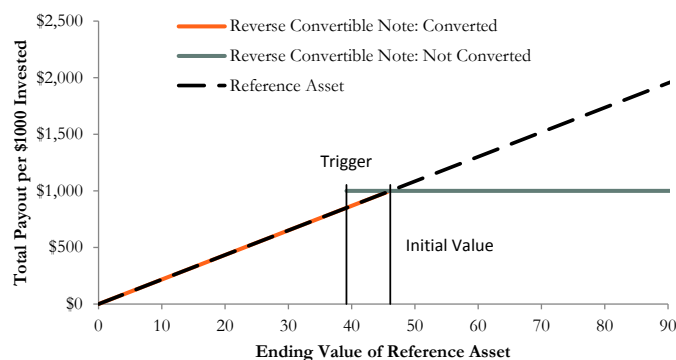
These 6-month notes pay monthly coupons at an annualized rate of 10.60%. In addition to the monthly coupons, at maturity on January 25, 2008 investors will receive the market value of 21.69 shares of Panera Bread Company's stock if on January 22, 2008 Panera Bread Company's stock price closes below \$46.10 (Panera Bread Company's stock price on July 20, 2007) and had ever closed at or below \$39.19 during the term of the notes. Otherwise, investors will receive the \$1,000 face value per note.

**Valuation**

This Morgan Stanley reverse convertible linked to Panera Bread Company's stock can be valued as a combination of a note from Morgan Stanley and a short down-and-in, at-the-money put option on Panera Bread Company's stock. For reasonable valuation inputs this note was worth \$951.26 per \$1,000 when it was issued on July 25, 2007 because investors were effectively being paid only \$24.90 for giving Morgan Stanley an option which was worth \$73.64.

There is no active secondary market for most structured products. Structured products, including this note, therefore are much less liquid than simple stocks, bonds, notes and mutual funds. Investors are likely to receive less than the structured product's estimated market value if they try to sell the structured product prior to maturity. Our valuations do not incorporate this relative lack of liquidity and therefore should be considered an upper bound on the value of the structured product.

**Payoff Curve at Maturity**



The payoff diagram shows the final payoff of this note given Panera Bread Company's stock price (horizontal axis). For comparison, the dashed line shows the payoff if you invested in Panera Bread Company's stock directly.

**Related Research**

**Research Papers:**

[www.slcg.com/research.php](http://www.slcg.com/research.php)

- "Are Structured Products Suitable for Retail Investors?" December 2006.
- "Structured Products in the Aftermath of Lehman Brothers," November 2009.
- "What TiVo and JP Morgan Teach Us about Reverse Convertibles," June 2010.

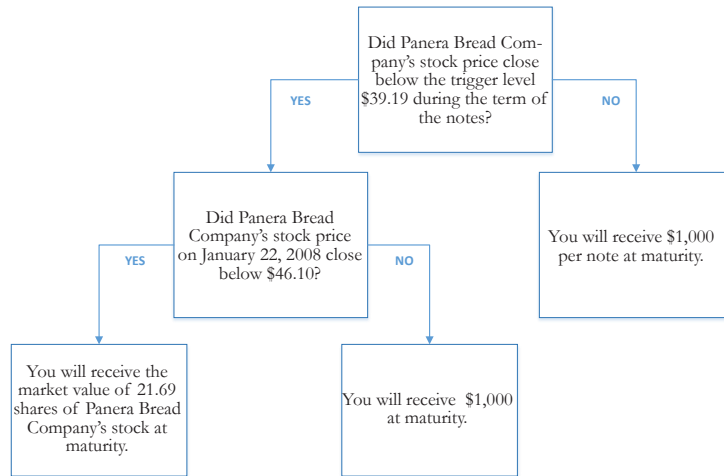
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**Principal Payback Table**

Panera Bread Company's Stock	Converted Note Payoff	Non-Converted Note Payoff
\$0.00	\$0.00	
\$4.61	\$100.00	
\$9.22	\$200.00	
\$13.83	\$300.00	
\$18.44	\$400.00	
\$23.05	\$500.00	
\$27.66	\$600.00	
\$32.27	\$700.00	
\$36.88	\$800.00	
\$41.49	\$900.00	\$1,000.00
<b>\$46.10</b>	<b>\$1,000.00</b>	<b>\$1,000.00</b>
\$50.71	\$1,000.00	\$1,000.00
\$55.32	\$1,000.00	\$1,000.00
\$59.93	\$1,000.00	\$1,000.00
\$64.54	\$1,000.00	\$1,000.00
\$69.15	\$1,000.00	\$1,000.00

**Maturity Payoff Diagram**



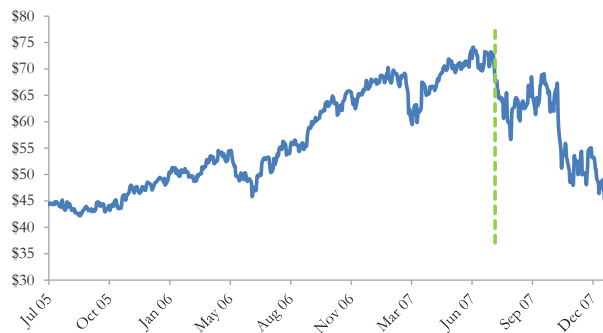
*The contingent payoffs of this Reverse Convertible Note.*

**Analysis**

This reverse convertible's 10.60% coupon rate is higher than the yield Morgan Stanley paid on its straight debt but, in addition to Morgan Stanley's credit risk, investors bear the risk that they will receive shares of Panera Bread Company's stock when they are worth substantially less than the face value of the note at maturity.

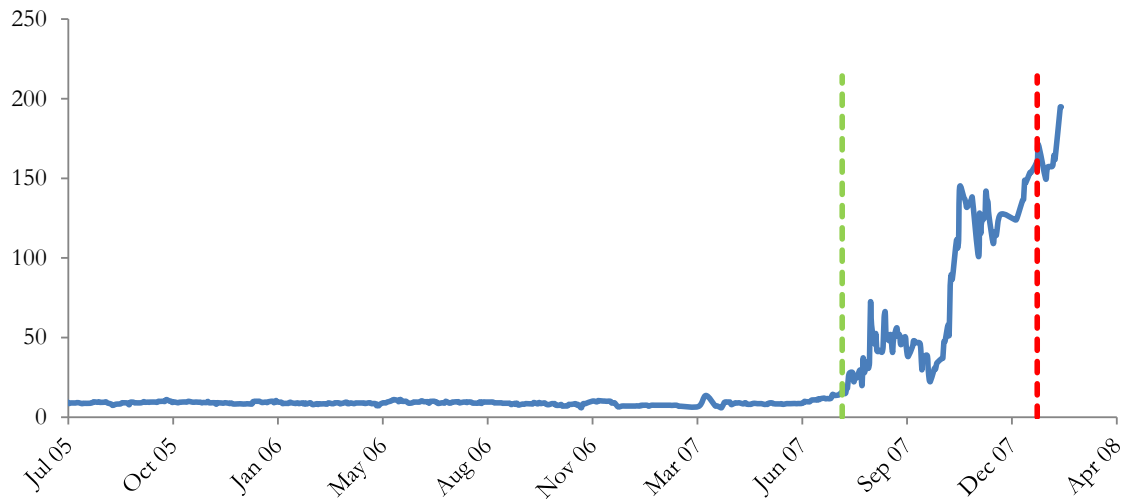
Investors purchasing reverse convertibles effectively sell put options to Morgan Stanley and post the note's issue price as collateral to secure satisfaction of the investors' obligations under the option contracts. Morgan Stanley pays investors a "coupon" that is part payment for the put options and part interest on the investors' posted collateral. This reverse convertible is fairly priced if and only if the excess of the reverse convertible's "coupon rate" above the interest Morgan Stanley pays on its straight debt equals the value of the put option investors are giving to Morgan Stanley. Whether the reverse convertible is suitable or not is equivalent to whether selling put options on the reference stock at the option premium being paid by Morgan Stanley was suitable for the investor.

**Morgan Stanley's Stock Price**



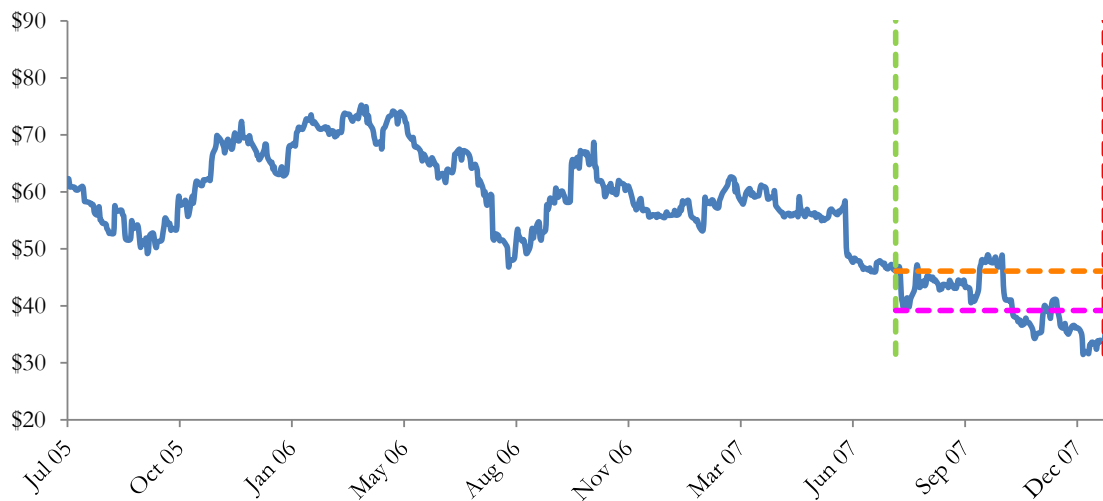
*The graph above shows the adjusted closing price of the issuer Morgan Stanley for the past several years. The stock price of the issuer is an indication of the financial strength of Morgan Stanley. The adjusted price shown above incorporates any stock split, reverse stock split, etc.*

### Morgan Stanley's CDS Rate



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as Morgan Stanley. CDS rates are usually given in basis points (bps). One basis point equals 0.01%. Higher CDS rates reflect higher perceived credit risk, higher required yields, and therefore lower market value of Morgan Stanley's debt, including outstanding Reverse Convertible Note. Fluctuations in Morgan Stanley's CDS rate impact the market value of the notes in the secondary market.

### Panera Bread Company's Stock Price

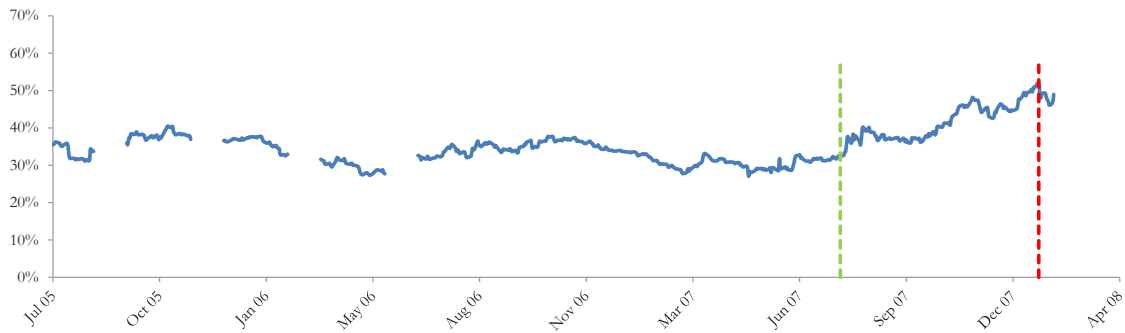


The graph above shows the historical levels of Panera Bread Company's stock for the past several years. The final payoff of this note is determined by Panera Bread Company's stock price at maturity. Higher fluctuations in Panera Bread Company's stock price correspond to a greater uncertainty in the final payout of this Reverse Convertible Note.

### Realized Payoff

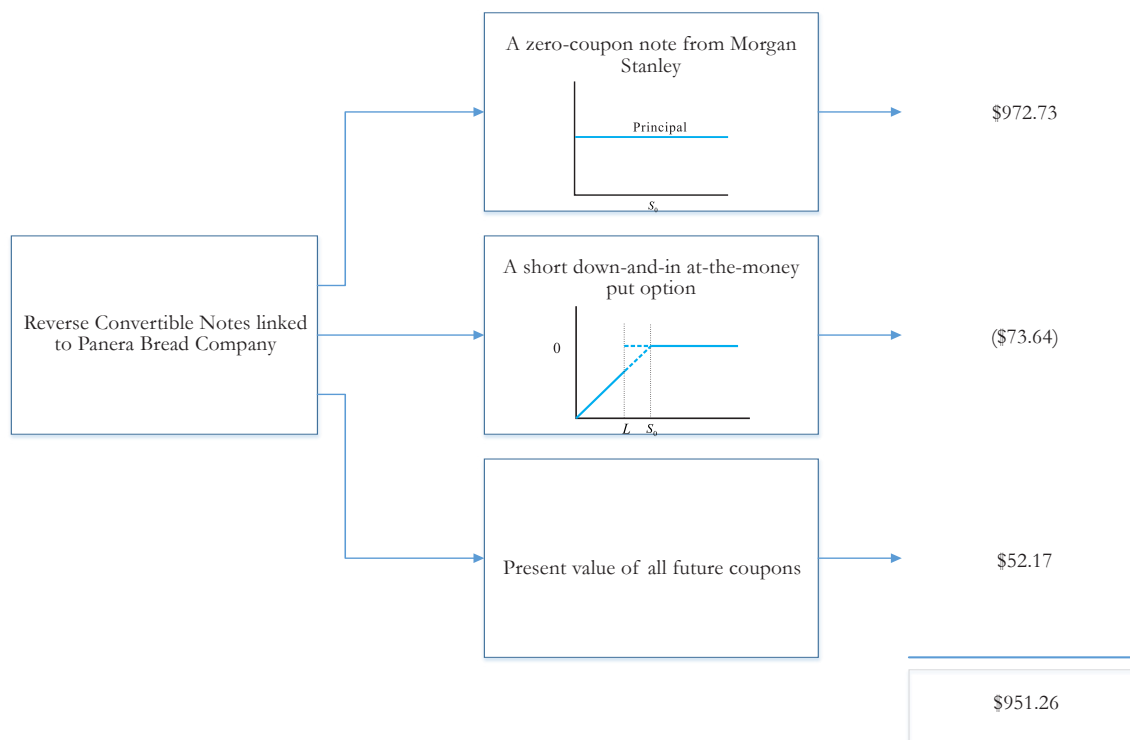
This note matured on January 25, 2008 and investors received \$737.74 per note (or equal to the value of 21.69 shares of Panera Bread Company stock's closing price on January 22, 2008).

## Reference Asset Panera Bread Company's Stock's Implied Volatility



The annualized implied volatility of Panera Bread Company's stock on July 20, 2007 was 32.55%, meaning that options contracts on Panera Bread Company's stock were trading at prices that reflect an expected annual volatility of 32.55%. The higher the implied volatility, the larger the expected fluctuations of Panera Bread Company's stock price and of the Note's market value during the life of the Notes.

## Decomposition of this Reverse Convertible Note



This note can be decomposed into different components, and each component can be valued separately. The chart above shows the value of each component of this Reverse Convertible Note.

1. Delta measures the sensitivity of the price of the note to the Panera Bread Company's stock price on July 20, 2007.
2. CDS rates can be considered a measure of the probability that an issuer will default over a certain period of time and the likely loss given a default. The lower the CDS rate, the lower the default probability. CDS rate is given in basis points (1 basis point equals 0.01%), and is considered as a market premium, on top of the risk-free rate, that investors require to insure against a potential default.
3. Fair price evaluation is based on the Black-Scholes model of the Panera Bread Company's stock on July 20, 2007.
4. Calculated payout at maturity is only an approximation, and may differ from actual payouts at maturity.
5. Our evaluation does not include any transaction fees, broker commissions, or liquidity discounts on the notes.