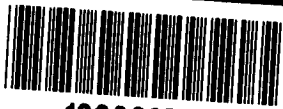


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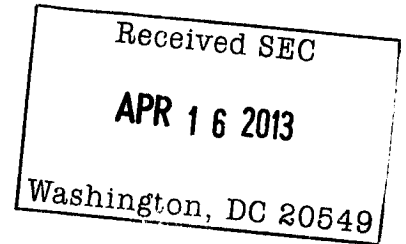
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**NASDAQ**  
THE NASDAQ OMX GROUP



13000975

William Slattery  
Vice President  
Listing Qualifications



By Electronic Mail

April 16, 2013

Mr. Jeffrey Thomas  
Chief, IT Services  
Division of Corporation Finance  
U.S. Securities and Exchange Commission  
100 F Street, N.E.  
Washington, D.C. 20549

Dear Mr. Thomas:

This is to certify that on April 16, 2013 The Nasdaq Stock Market (the "Exchange") received from Blackhawk Network Holdings (the "Registrant") a copy of the Registrant's application on Form 8-A 12(b) for the registration of the following security:

Class A Common Stock, \$0.001 per share par value

We further certify that the security described above has been approved by the Exchange for listing and registration upon official notice of issuance.

We understand that the Registrant is seeking effectiveness of the Form 8-A 12(b) concurrently with effectiveness of its 1933 Act Registration Statement, and we hereby join in such request.

Sincerely,

*William Slattery*