

OPTIONS EXCHANGE

Market Information Circular

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The purpose of this Market Information Circular (MIC) is to announce that the ISE will introduce one additional symbol to the Short Term Options Series Pilot Program.

Subject: Options – Addition to Short Term Options Series Pilot Program

On Thursday, September 2, 2010, the ISE will introduce Short Term Options Series (“Weeklies”) on one additional underlying as part of the industry’s Short Term Options Series Pilot Program. As part of the pilot program each exchange can offer weeklies on five options classes, as well as trade any weeklies offered by other exchanges operating a similar pilot (assuming the standard option is listed on the ISE).

The selection is:

NFLX	NetFlix Inc.
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This is in addition to the ISE’s previous selections:

F	Ford Motor Co.
GDX	Market Vectors ETF Gold Miners
GOOG	Google Inc. (Cl A)

Weekly series can be traded via PrecISE Trade, FIX, and API applications.

To access weekly series in PrecISE Trade, click the ‘+’ on the left of the Regular Orderbook in the row where ID is ‘GOOG-WEO’. Weekly series contain the explicit expiration date in the series name. For example, the Google July 2010 440 weekly series expiring July 9th is displayed as ‘GOOG0JUL440-09’.

For more information about weeklies please see MIC-2010-37 Weekly Options dated June 30, 2010. Or you can contact Jodi Burns, Product Operations Director, at 646-805-1823 or jburns@ise.com, or me at the number above.