



International Securities Exchange

Market Information Circular

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The purpose of this Market Information Circular (MIC) is to announce Phase 15 and the migration of fifty (50) symbols to the ISE's new Optimise trading system from its current system.

Subject: Options – Optimise Phase 15 Migration



ISE's New Trading System

Optimise™ Trading System

Effective for Wednesday, July 13, 2011, the ISE will migrate fifty (50) First Market symbols from its current trading system to the Optimise trading system. The 50 symbols* are provided in the link below.

<http://www.ise.com/assets/documents/OptionsExchange/misc/Optimise%20Migration.xls>

All GTC orders associated with these symbols will be deleted after the close on Tuesday, July 12. Members must re-enter their orders in the new system prior to the open of trading on Wednesday, July 13.

Please note that eight (8) adjusted options listed in the table below are included in this phase. These adjusted options are associated with synthetic underlyings in the current trading system, but will be associated with the regular underlyings in the Optimise trading system.

Regular Underlying	Synthetic Underlying
XOM	XOM1
SLB	SLB1
VZ	VZ1
FAZ	FAZ1
TZA	TZA1
TZA	TZA2
PFE	WSV
VALE	VALE1

**Please note this list is subject to change due to corporate actions.*

All market makers, all EAM DTI and all FIX users who have passed conformance testing of the new system may trade these symbols. All PrecISE users may also trade these symbols. If you still need to test

the new system, please contact Technology Member Services at tms@ise.com.

For more information about Optimise visit our Member Site at the following link:

<https://members.ise.com/ISE/ROOT-HOME/LoginPage.aspx>.

In addition you may contact the ISE Optimise Helpdesk at optimisehelpdesk@ise.com or 800-913-9517.

You can also contact Jodi Burns at the number above or via email at jburns@ise.com.