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The purpose of this MIC is to announce a change to the Optimise product rollout plan.

Subject: Options – New First Market Migration Schedule in Optimise



ISE's New Trading System

Optimise™ Trading System

Following the announced Phase 14, effective on June 23, final product migrations will occur on July 13, July 21, and conclude on July 25. Specific products for each migration will continue to be announced two weeks in advance.

Please note that SPY will **NOT** migrate on June 24, as previously announced but instead will be part of the new schedule and migrate in Phase 17.

Below is the new migration schedule:

Phase 15: Wednesday, July 13, 2011 – 49 1st Market

7/18/11 – Expiration Monday

Phase 16: Thursday, July 21, 2011 – 52 1st Market

Phase 17: Monday, July 25, 2011 – Remaining 1st Market including **SPY (1st Market Complete)**

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.