



Circular number: 2011-10

Contact: Jodi Burns, Director of Product Operations

Date: March 28, 2011

Telephone: 646-805-1823

The purpose of this Market Information Circular (MIC) is to announce the launch of the ISE's new Optimise trading system with the migration of ten symbols from its current system.

Subject: Options – Optimise Phase 1 Migration



Optimise Trading System

Effective for April 11, 2011, the ISE will launch its new Optimise trading system, with the migration of ten Second Market symbols from its current trading system to the Optimise trading system. The ten symbols have been identified below.

All Second Market 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, or if, you are not currently a Second Market participant but are interested in becoming one, please contact Technology Member Services at tms@ise.com.

Symbol	Name	Type	Bin	Effective Date
WRE	Washington Real Estate Investment	Equity	51	4/11/2011
MVG	Mag Silver Corp	Equity	51	4/11/2011
IRBT	iRobot Corporation	Equity	52	4/11/2011
GEL	Genesis Energy LP	Equity	53	4/11/2011
MTZ	MasTec Inc.	Equity	53	4/11/2011
SEE	Sealed Air Corp	Equity	54	4/11/2011
CPO	Corn Products International	Equity	55	4/11/2011
CWH	CommonWealth REIT	Equity	55	4/11/2011
ECL	Ecolab Inc.	Equity	56	4/11/2011
IACI	IAC/InterActiveCorp.	Equity	58	4/11/2011

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 e-mail at jburns@ise.com.