



MEMO # 1993-08

Memorandum

To: All Members and Member Organizations

Subject: Important Change to PHLX News Process; Create Your News Profile Today

Date: Tuesday, November 25, 2008

Effective today, **Tuesday, November 25, 2008**, NASDAQ OMXSM is introducing a program that offers a new streamlined alert format for market-based news and updates on the [NASDAQ Trader[®] website](#). Because all NASDAQ OMX PHLX (PHLX) news will be disseminated via the NASDAQ Trader website beginning January 1, 2009, PHLX customers must create a news profile on the website in order to continue to receive PHLX news after December 31, 2008. Once registered, customers will be able to participate in the “self enrollment” initiative introduced by NASDAQ OMX.

This initiative gives customers the ability to create a personal profile and self-select news items from the following categories and markets:

| News Category | Market |
|--|---|
| <ul style="list-style-type: none">• Trading News• Market Data News• System Status Alerts• Trading Halt Alerts | <ul style="list-style-type: none">• The NASDAQ Stock Market• NASDAQ OMX BX• The NASDAQ Options Market• NASDAQ OMX PHLX• Philadelphia Board of Trade• NASDAQ Clearing Corporation• NASDAQ OMX Europe (Market Data News only)• NASDAQ OMX Nordic (Market Data News only)• NASDAQ OMX Baltic (Market Data News only) |

To sign up for news alerts, go to the [enrollment form](#) on the NASDAQ Trader website.

- Step 1:** Create a user name/password
- Step 2:** Select the System Status, Trading Halts and Trading news you would like to receive
- Step 3:** Select the Market Data news you would like to receive
- Step 4:** Fill out contact information form

NASDAQ OMX estimates that it will take users three to five minutes to complete the self-enrollment process. Once enrolled, an individual will use the same username and password to make any future updates to their contact information and news preferences.

Customers can begin to create profiles and select their preferred news items today. NASDAQ OMX plans to begin sending alerts using the contact information provided and preferences selected via the self enrollment program in January 2009.

For questions or additional information, contact [NASDAQ Market Sales](#) at +1 800 846 0477 or [Kristen Pross](#) at +1 212 401 8924.