

**OPTIONS EXCHANGE**

**Market Information Circular**

<b>Circular number:</b>	2010-17	<b>Contact:</b>	Kenneth J. Koenke – Customer Services Manager
<b>Date:</b>	March 29, 2010	<b>Telephone:</b>	1-877-473-9989

**Subject: ISEAlerts Upgrade**

The purpose of this Market Information Circular is to announce a development in the ISE’s ongoing customer service initiative. We have introduced an enhancement to our ISEAlerts communication application that will allow us to tailor the types of messages our customers receive.

The ISEAlerts tool is used by the Market Operations team to broadcast any pertinent information related to trading on the ISE. With the latest version of the software, members can now select which broadcasts they would like to subscribe to.

The available broadcast groups are as follows:

- **AMR-PrecISE** – sent to users of Away Market Routing via PrecISE Trade
- **PMM** – sent to members of the Primary Market Making community
- **CMM** – sent to members of Competitive Market Making community
- **EAM** – sent to members of the Electronic Access Member community
- **EAM/API** – sent to EAM members who connect via the API.
- **Exchange Wide Broadcast** – used in an event where the entire ISE community needs to be alerted
- **IORS** – sent to members who connect to the exchange via FIX
- **Market Depth** – sent to members who subscribe the market depth feed
- **PrecISE** – sent to members using PrecISE trade
- **Trade Review** – used to broadcast symbols that have trades under review on the ISE
- **Width Exemption** – used to broadcast spread width exemptions during the open

Please contact the Helpdesk, [helpdesk@ise.com](mailto:helpdesk@ise.com), if you would like to sign up to receive any of these alerts for the first time, adjust the types of alerts you are already receiving or request the status of current users builds in the system.

The Market Operations team uses this application as our sole means of broadcasting messages to the ISE community and strongly suggests signing up to receive the messages if you have not already done so.