

Trader Update

Date: July 19, 2010
Audience: NYSE Arca Equities Traders and Constituents
Subject: 1 ETF IPO: AdvisorShares

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Wednesday, July 21, 2010**, the following ETF will be listed on **NYSE Arca** and will begin trading as a new issue:

The Consolidated Tape Association (CTA) will disseminate real time trade and quote information for the ETF to Tape B.

	NEW COLUMN**			Source= NYSE Arca, Exchange Code P				
Security Name	Short Name	CUSIP	Trading Symbol	NAV Symbol	Shares Out. Symbol	Est. Cash Symbol	Total Cash Symbol	IOPV Symbol
WCM / BNY Mellon Focused Growth ADR ETF	WCM BNYM FcsdGro ADR	00768Y 20 6	AADR	AADR.NV	AADR.SO	AADR.EU	AADR.TC	AADR.IV

** **NEW COLUMN** "Short Name" should be the display name on data screens that need to shorten the full security name.

The fund prospectus and other fund information will be available at:

<http://advisorshares.com/>

Link to SEC Registration Statement:

http://sec.gov/Archives/edgar/data/1408970/000114420410021988/v181991_485bpos.htm

NYSE Arca operates three single-price auctions each trading day. For new issues, NYSE Arca conducts a single-priced Dutch auction to open secondary trading in a new stock or ETP. This auction process allows all investors to see and participate in real-time price information. Visit our web site to learn more about our auctions: <http://www.nyse.com/auctions>

Contact Info:

Any questions about the data dissemination may be directed to Tom Champion at tchampion@nyx.com or Justin Young at jyoung@nyx.com.

© 2010 NYSE Euronext. All Rights Reserved.