

# Trader Update

**Date:** March 9, 2010  
**Audience:** NYSE Arca Equities Traders and Constituents  
**Subject:** 6 ETF IPOs: Direxion

## Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Thursday, March 11, 2010**, the following ETFs will be listed on **NYSE Arca** and will begin trading as new issues:

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

	<b>NEW COLUMN**</b>			<b>Source= NYSE Arca, Exchange Code P</b>				
<b>Security Name</b>	<b>Short Name</b>	<b>CUSIP</b>	<b>Trading Symbol</b>	<b>NAV Symbol</b>	<b>Shares Out. Symbol</b>	<b>Est. Cash Symbol</b>	<b>Total Cash Symbol</b>	<b>IOPV Symbol</b>
Direxion Daily BRIC Bear 2X Shares	DXN DLY BRIC 2X BR	25459W 35 9	BRIS	BRIS.NV	BRIS.SO	BRIS.EU	BRIS.TC	BRIS.IV
Direxion Daily BRIC Bull 2X Shares	DXN DLY BRIC 2X BL	25459W 36 7	BRIL	BRIL.NV	BRIL.SO	BRIL.EU	BRIL.TC	BRIL.IV
Direxion Daily India Bear 2X Shares	DXN DLY INDIA 2X BR	25459W 37 5	INDZ	INDZ.NV	INDZ.SO	INDZ.EU	INDZ.TC	INDZ.IV
Direxion Daily India Bull 2X Shares	DXN DLY INDIA 2X BL	25459W 38 3	INDL	INDL.NV	INDL.SO	INDL.EU	INDL.TC	INDL.IV
Direxion Daily Semiconductor Bear 3X Shares	DXN DLY SCOND 3X BR	25459W 44 1	SOXS	SOXS.NV	SOXS.SO	SOXS.EU	SOXS.TC	SOXS.IV
Direxion Daily Semiconductor Bull 3X Shares	DXN DLY SCOND 3X BL	25459W 45 8	SOXL	SOXL.NV	SOXL.SO	SOXL.EU	SOXL.TC	SOXL.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:

[www.direxionfunds.com](http://www.direxionfunds.com)

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 Laura Morrison at [lmorrison@nyx.com](mailto:lmorrison@nyx.com) or Justin Young at [jyoung@nyx.com](mailto:jyoung@nyx.com).

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