



DATE: June 11, 2007

TO: All Members and Member Organizations

SUBJECT: Approval of SR-NYSE-2007-51, allowing the handling of orders in all securities including those listed on other markets from booth premises.

Effective immediately, the New York Stock Exchange will permit Floor broker members and appropriately registered and supervised floor broker staff to handle all securities, including those listed on other markets, from their approved booth premises. Appropriately registered and supervised booth staff will now be able to handle orders in a similar manner to sales traders in “upstairs” offices, subject to certain restrictions. (Rule Filing SR-NYSE-2007-51 is available on NYSE.com via NYSE Regulation>Rule Filings> 2007 NYSE Rule Filings).

Members and member organizations interested in taking advantage of this new facility for trading are required to coordinate with both NYSE Regulation (NYSER) and NYSE Operations to implement the necessary operational and regulatory requirements. Members/member organizations must satisfy all applicable requirements before they can begin trading from their Floor booth in the same manner as an “upstairs” trading desk. A general overview of the types of coordination that are required and contact information for initiating this process is provided below.

Regulatory Coordination:

- Coordination with NYSE staff is required in order to be approved for trading in other markets via the booth. Please contact one of the representatives listed below to initiate this process.
- The specific rules that apply to the operation of an approved booth premise depend on the type of business that the member organization is approved to operate by NYSE.
- Member organizations operating approved booth premises are required to adopt and implement comprehensive written procedures and guidelines governing both the conduct and supervision of business and staff at the booth, as well as a process for regular review of these procedures and guidelines before being permitted by NYSE to implement this new facility. Members and member organizations will receive instructions on submitting their proposed procedures and are not permitted to implement the enhanced functionality until the review is completed.
- Exchange rules governing conducting a public business on the NYSE Trading Floors continue to apply. (See NYSE Regulation Information Memo 07-43, available on NYSE.com via NYSE Regulation>Rules & Interpretations> Information Memos).
- All Floor brokers who have the ability to access liquidity in other market centers must be properly qualified to engage in direct access business if dealing with public customers. These requirements include, among others, membership in the NASD (for NASDAQ-listed securities) or having an NYSE Arca equities trading permit (for NYSE Arca-listed securities). Members and member organizations are responsible for ensuring that their personnel have met all appropriate qualification and registration requirements for all markets in which they propose to enter agency orders (e.g., the Series 55 examination for NASDAQ trading).

Contacts:

Ed Cummings, Managing Director, Member Firm Regulation, x8490
James G. Buckley, Vice President, Market Surveillance, x2534
Susan Lui-Facendola, Managing Director, Market Surveillance, x4347
Daniel M. Labovitz, Managing Director, Market Surveillance, x2081

Operational Coordination:

- Members and member organizations are required to coordinate with NYSE Operations if they require additional Floor booth locations **or** the installation of additional applications to enable trading in off-floor stocks.
- A list of trading/order management systems and order routing networks can be found at:
<http://www.nyse.com/pdfs/NYSEconnectivity.pdf>

Contacts:

Harry Weber, Director, NYSE Operations, x5157
June Carter-Perrine, Manager, NYSE Operations, Facilities, x6068