

# Trader Update

**Date:** September 10, 2010  
**Audience:** NYSE Arca Equities Traders and Constituents  
**Subject:** 1 ETF IPO: Emerging Global

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## Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Tuesday, September 14, 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
Emerging Global Shares Dow Jones Emerging Markets Consumer Titans Index Fund	EGShares Consumer Fd	268461 77 9	ECON	ECON.NV	ECON.SO	ECON.EU	ECON.TC	ECON.IV

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

The NYSE Arca Lead Market Maker is **Susquehanna Capital Group**.

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

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

Link to SEC Registration Statement:

<http://www.sec.gov/Archives/edgar/data/1450501/000145078910000182/body.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>

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## Contact Info:

Any questions about the data dissemination may be directed to Justin Young at [jyoung@nyx.com](mailto:jyoung@nyx.com).

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