

Trader Update

Date: September 27, 2010
Audience: NYSE Arca Equities Traders and Constituents
Subject: 3 ETF IPOs: iShares

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Wednesday, September 29, 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.

	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
iShares MSCI Brazil Small Cap Index Fund	iShares Brazil Sm Cp	464289 13 1	EWZS	EWZS.NV	EWZS.SO	EWZS.EU	EWZS.TC	EWZS.IV
iShares MSCI China Small Cap Index Fund	iShares China Sm Cp	46429B 20 0	ECNS	ECNS.NV	ECNS.SO	ECNS.EU	ECNS.TC	ECNS.IV
iShares MSCI Philippines Investable Market Index Fund	iShares Philippines	46429B 40 8	EPHE	EPHE.NV	EPHE.SO	EPHE.EU	EPHE.TC	EPHE.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.ishares.com

Link to SEC Registration Statement:

EPHE: <http://sec.gov/Archives/edgar/data/1100663/000119312510215632/d485bpos.txt>

ECNS: <http://sec.gov/Archives/edgar/data/1100663/000119312510215630/d485apos.txt>

EWZS: <http://sec.gov/Archives/edgar/data/1100663/000119312510215627/d485bpos.txt>

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 or Justin Young at jyoung@nyx.com.

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