

Trader Update

Date: October 22, 2010
Audience: NYSE Arca Equities Traders and Constituents
Subject: 1 ETF IPO: AdvisorShares

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Tuesday, October 26, 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
Cambria Global Tactical ETF	Cambria Global Tact	00768Y 80 0	GTAA	GTAA.NV	GTAA.SO	GTAA.EU	GTAA.TC	GTAA.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://www.advisorshares.com/>

Link to SEC Registration Statement:

http://sec.gov/Archives/edgar/data/1408970/000114420410049117/v196064_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.

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