

Trader Update

Date: November 30, 2010
Audience: NYSE Arca Equities Traders and Constituents
Subject: 4 ETF IPOs: PowerShares

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Thursday, December 2, 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
PowerShares KBW Premium Yield Equity REIT Portfolio	PowerShares KBW REIT	73936Q819	KBWY	KBWY.NV	KBWY.SO	KBWY.EU	KBWY.TC	KBWY.IV
PowerShares KBW High Dividend Yield Financial Portfolio	PowerShares KBW High Dividend	73936Q793	KBWD	KBWD.NV	KBWD.SO	KBWD.EU	KBWD.TC	KBWD.IV
PowerShares KBW International Financial Portfolio	PowerShares Int'l Financial	73936Q785	KBWX	KBWX.NV	KBWX.SO	KBWX.EU	KBWX.TC	KBWX.IV
PowerShares KBW Property & Casualty Insurance Portfolio	PowerShares P&C Insurance	73936Q777	KBWP	KBWP.NV	KBWP.SO	KBWP.EU	KBWP.TC	KBWP.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.invescopowershares.com

Link to SEC Registration Statement:

http://www.sec.gov/Archives/edgar/data/1378872/000110465910047310/a10-16801_1485apos.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 Thomas Champion at TChampion@nyx.com or Daphne Chang at DChang@nyx.com.

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