

# Trader Update

**Date:** October 28, 2010  
**Audience:** NYSE Arca Equities Traders and Constituents  
**Subject:** 1 ETN IPO: UBS

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**Summary:**

NYSE Euronext (NYSE:NYX) is pleased to announce that on Monday, **November 1, 2010**, the following ETN 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 ETN to Tape B.

						Source: NYSE Arca (.P)	
Name	Short Name**	Issuer	Maturity	Cusip	Trading Symbol	Shares Outstanding	Indicative Intra-day Value
UBS AG Exchange Traded Access Securities (E-TRACS) Linked to the Wells Fargo® MLP Index due October 29, 2040	UBS MLP Wells Fargo	UBS AG (Jersey Branch)	10/29/2040	902664408	MLPW	MLPW.SO	MLPW.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.ibb.ubs.com/mc/etracs\\_US/](http://www.ibb.ubs.com/mc/etracs_US/)

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:  
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