

Equity Trading Rebranding FAQ

March 11, 2009

NYSE Euronext announced today that the rebranding of its NYSE Alternext US unit as NYSE Amex is now effective and the name of the SRO will be changed very shortly to reflect the rebranding. This is part of a global rebranding initiative at NYSE Euronext. We have outlined a number of questions regarding the NYSE Amex rebranding and what it might mean for the member firms and the trading community.

1. General

Question 1.1: Why is the name being changed from NYSE Alternext to NYSE Amex?

Answer: When NYSE Euronext completed its acquisition of the American Stock Exchange (Amex) on October 1, 2008 it renamed the Amex SRO as NYSE Alternext US LLC. The Amex equities business was rebranded NYSE Alternext US and the Options business was rebranded NYSE Amex Options. As a result of significant feedback from our issuers, trading community and customers, we made the decision to change the NYSE Alternext US name.

Question 1.2: What are the new names for the existing legacy Amex businesses?

Answer: The two existing Amex names (NYSE Amex options and NYSE Alternext equities) will be known as NYSE Amex Options and NYSE Amex Equities respectively. The SRO will also be known as NYSE Amex LLC when its name change becomes effective.

2. Technology and Operations

Question 2.1: Are there operational changes associated with the name change to NYSE Amex?

Answer: No. However the names of some files that are disseminated to member firms will be updated to reflect the new NYSE Amex name (ex: Reg SHO Threshold list).

Question 2.2: Are there any system changes to your existing technology platform as a result of the name change?

Answer: No.

Question 2.3: Will market data vendors have to change their symbols for the NYSE Amex Equities marketplace?

Answer: No. All existing market participant IDs remain unchanged.

Question 2.4: What is the impact on Post Trade systems?

Answer: None. We will update our documentation as needed, but do not expect any impact to the member firms.