

Trader Update

Date: October 27, 2009
Audience: NYSE Arca Equities Traders and Constituents
Subject: Listing of OOK, Inc.

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Thursday, October 29, 2009**, 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.

Source= NYSE Arca, Exchange Code P							
Security Name	Cusip	Trading Symbol	NAV Symbol	Shares Out. Symbol	Est. Cash Symbol	Total Cash Symbol	IOPV Symbol
OOK, Inc.	67089E102	OOK	OOK.NV	OOK.SO	OOK.EU	OOK.TC	OOK.IV

The fund prospectus and other fund information are available at:

<http://www.sec.gov/Archives/edgar/data/1428316/000095012309043625/d67929n5nv1aza.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.

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