

# Trader Update

**Date:** July 13, 2010  
**Audience:** NYSE Arca Equities Traders and Constituents  
**Subject:** 4 ETF IPOs: Direxion

## Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Wednesday, July 14, 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.

Security Name	NEW COLUMN**	CUSIP	Trading Symbol	Source= NYSE Arca, Exchange Code P				
				NAV Symbol	Shares Out. Symbol	Est. Cash Symbol	Total Cash Symbol	IOPV Symbol
Direxion Daily Retail Bull 2X Shares	DXN DLY RETAIL 2X BL	25459W 41 7	RETL	RETL.NV	RETL.SO	RETL.EU	RETL.TC	RETL.IV
Direxion Daily Retail Bear 2X Shares	DXN DLY RETAIL 2X BR	25459W 39 1	RETS	RETS.NV	RETS.SO	RETS.EU	RETS.TC	RETS.IV
Direxion Daily Natural Gas Related Bull 2X Shares	DXN DLY NATGAS 2X BL	25459W 22 7	FCGL	FCGL.NV	FCGL.SO	FCGL.EU	FCGL.TC	FCGL.IV
Direxion Daily Natural Gas Related Bear 2X Shares	DXN DLY NATGAS 2X BR	25459W 21 9	FCGS	FCGS.NV	FCGS.SO	FCGS.EU	FCGS.TC	FCGS.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.direxionfunds.com](http://www.direxionfunds.com)

Links to SEC Registration Statements:

Retail: <http://sec.gov/Archives/edgar/data/1424958/000089843210000945/a485bpos.htm>

Natural Gas: [http://sec.gov/Archives/edgar/data/1424958/000089843210000947/direxion\\_485bpos.htm](http://sec.gov/Archives/edgar/data/1424958/000089843210000947/direxion_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 Laura Morrison at [lmorrison@nyx.com](mailto:lmorrison@nyx.com) or Justin Young at [jyoung@nyx.com](mailto:jyoung@nyx.com).

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