



## Information Memo

11 Wall Street  
New York, NY 10005  
October 21, 2010

TO: **ALL MEMBERS, MEMBER ORGANIZATIONS**

| SUBJECT: **Updated Sell Short Restriction Industry Test 10/23/2010**

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In support of the deployment of Sell Short Restriction (SSR) logic, the NYSE and NYSE Amex will participate in the October 23, 2010 industry test to provide scripted SSR messaging and demonstration of new short sale restrictions.

- Production Common Customer Gateway (CCG) lines will be opened at approximately 8:00 AM for all stocks
- Target symbols will be opened for scripted scenarios.
- Market data will be disseminated to the NYSE Proprietary Data Products, including NYSE and NYSE Amex OpenBook Ultra and Alerts, and Consolidated Tape (CT) and Consolidated Quote (CQ) lines via production IPs.
- Sell Short Exempt orders will be accepted.
- Order flow in the target stocks will be inhibited from 9:30 till approximately 10:30 to allow for orderly scripting of the industry requested scenarios.
- Once uninhibited, stocks will remain open for a 12:00 PM close.
- No registration required, all production lines will be open for testing.
- Conference bridge number will be opened at 9:15AM, EST: 888-669-2803, participant code 3764475.

Reminder, firms need to take necessary steps to ensure that test messages sent during this test are not applied to their production systems.

Please find the test script and approximate time schedule below.

For any questions regarding this test, please contact:

- Michael Paulyson at [mpaulyson@nyx.com](mailto:mpaulyson@nyx.com) or 212.656.2721 or
- Connectivity Group at [connectivity@nyx.com](mailto:connectivity@nyx.com) or 888.689.7739 option 1

## NYSE/NYSE Amex Sell Short Restriction Industry Test Script -- 10/23/10

Scenario	Symbol	Scenario	Approximate Timeline for Stock Open and SSR Trigger	Notes
1	AIT (NYSE) HUSA (AMEX)	Sell Short Restriction triggered intraday	9:30-9:40	
2	BJ (NYSE) EAR (NYSE)	Sell Short Restriction and Volatility Trading Pause triggered intraday on same trade	9:40-9:50	
3	DPZ (NYSE)	Volatility Trading Pause triggered with no Sell Short Restriction	9:50-10:00	
4	HAL (NYSE)	Sell Short Restriction triggered intraday, triggering trade busted and SSR deactivated	10:00-10:15	
5	LXP (NYSE) IMO (AMEX)	Continuation of Sell Short Restriction from prior day	9:30	The SSR continuation message will be disseminated via the CQ at approx 7:45 and CT at approx 9:15.
6	TYC (NYSE) LEI (AMEX)	Deactivation of Sell Short Restriction on T+2	9:30	The SSR deactivation message will be disseminated via the CQ at approx 7:45 and CT at approx 9:15.
7	UHS (NYSE)	Continuation of Sell Short Restriction from prior day and Sell Short Restrictions triggered again intraday	10:15-10:30	

**Notes:**

1. Order entry for all of the above stocks will be inhibited from approximate 9:30 till 10:30 to allow for orderly scenario scripting.
2. As scenarios commence, commentary will be provided on the conference bridge.