

Trader Update

Date: February 9, 2010
Audience: NYSE Arca Equities Traders and Constituents
Subject: 6 ETF IPOs: ProShares

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Thursday, February 11, 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	Cusip	Trading Symbol	Source= NYSE Arca, Exchange Code P				
			NAV Symbol	Shares Out. Symbol	Est. Cash Symbol	Total Cash Symbol	IOPV Symbol
ProShares UltraPro Dow30	74347X 82 3	UDOW	UDOW.NV	UDOW.SO	UDOW.EU	UDOW.TC	UDOW.IV
ProShares UltraPro Short Dow30	74347X 67 4	SDOW	SDOW.NV	SDOW.SO	SDOW.EU	SDOW.TC	SDOW.IV
ProShares UltraPro MidCap400	74347X 81 5	UMDD	UMDD.NV	UMDD.SO	UMDD.EU	UMDD.TC	UMDD.IV
ProShares UltraPro Short MidCap400	74347X 68 2	SMDD	SMDD.NV	SMDD.SO	SMDD.EU	SMDD.TC	SMDD.IV
ProShares UltraPro Russell2000	74347X 79 9	URTY	URTY.NV	URTY.SO	URTY.EU	URTY.TC	URTY.IV
ProShares UltraPro Short Russell2000	74347X 69 0	SRTY	SRTY.NV	SRTY.SO	SRTY.EU	SRTY.TC	SRTY.IV

The fund prospectus and other fund information will be available at:

www.proshares.com

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 or Justin Young at jyoung@nyx.com.

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