

Trader Update

Date: January 3, 2011
Audience: NYSE Arca Equities Traders and Constituents
Subject: Reminder: 2 ETF IPOs: ProShares

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Tuesday, January 4, 2011**, 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.

	NEW COLUMN**			Source= NYSE Arca, Exchange Code P				
Security Name	Short Name	CUSIP	Trading Symbol	NAV Symbol	Shares Out. Symbol	Est. Cash Symbol	Total Cash Symbol	IOPV Symbol
ProShares VIX Short-Term Futures ETF	ProShares VIX ST Fut	74347W 69 2	VIXY	VIXY.NV	VIXY.SO	VIXY.EU	VIXY.TC	VIXY.IV
ProShares VIX Mid-Term Futures ETF	ProShares VIX MT Fut	74347W 68 4	VIXM	VIXM.NV	VIXM.SO	VIXM.EU	VIXM.TC	VIXM.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.proshares.com

Link to SEC Registration Statement:

<http://www.sec.gov/Archives/edgar/data/1415311/000119312510290338/d424b2.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 or Justin Young at jyoung@nyx.com.

© 2011 NYSE Euronext. All Rights Reserved.