



FACTS YOU CAN TRADE ON:

**96.7% OF VOLUME
OPENS ON THE NYSE,
AND 99.8% OF VOLUME
CLOSES ON THE NYSE.**

Why trade anywhere else in between? With percentages this high, it's clear that the automated auction process and the accurate price discovery of our Designated Market Makers* provide the best combination for fast, automated and anonymous order execution in NYSE-listed stocks at the open and close. In addition, new data products like NYSE Order Imbalances greatly enhance transparency during the two most critical periods of the trading day. Want the best trades at the start, middle or end of the day? Follow the liquidity to its best, biggest and most reliable source. The NYSE. When you know the facts, you know NYSE Euronext's got you covered.

NYSE.com/equities



©2008 NYSE Euronext. All rights reserved. NYSE Euronext and its affiliates do not recommend or make any representation as to possible benefits from any securities or investments, or third-party products or services. Investors should undertake their own due diligence regarding their securities and investment practices. This advertisement may contain forward-looking statements regarding NYSE Euronext and its affiliates. Such statements are based upon the current beliefs and expectations of management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements. Data year-to-date average as of September 2008. *The Designated Market Makers (DMM) designation and new market model were pending SEC approval at the date of printing.