

August 6, 2010 WB-10-31

The Bylaws and Rules of NYSE ArcaSM Exchange ("Exchange"), in certain specific instances, require the Exchange to provide notice to all OTP Firms and OTP Holders (collectively "OTPs") and ETP Holders ("ETPs"). To satisfy this requirement, a copy of the *Weekly Bulletin*, including *Regulatory Bulletins*, is provided to all OTPs and ETPs on a weekly basis.

Pursuant to Exchange Rules, all OTPs and ETPs are reminded to promptly report business, home and mailing address changes, telephone number changes, and e-mail address changes to crs@nyx.com.

Equities

APPROVED ETP HOLDERS
(none)

APPROVED MARKET MAKER/ETP HOLDERS
(none)

TERMINATED ETP HOLDERS
White Cap Trading LLC
Kingside Partners LLC

CORRECTIONS

Total ETP Holders	545
Total MM/ETP Holders	54

Options

NEWLY APPROVED OTP FIRMS AND HOLDERS*
Dolan, Kenneth – Office Nominee for LaBranche Structured Products LLC

TERMINATED OTP FIRMS AND HOLDERS
Montecito Advisors, Inc.
Thinkorswim.com Inc.

Total OTP Holders	103
Total MM/OTP Holders	38

* for current week (as of 8 a.m. today)

OTP POSTINGS

The following applicants have applied for OTP status at the Exchange and are being posted for a period of three business days, during which time interested OTPs may submit written comments with respect to the qualifications of the applicants. Admission of applicants will become effective after applicants have been cleared and approved for OTP status pursuant to the policies of the Exchange.

Lizarraga, Martin – Market Maker for VTrader Pro LLC

REPORTS DUE TO THE EXCHANGE

Focus Report Due Dates – SEC Rules 17a-5(a) & 17a-10

FOCUS Reports of members for which NYSE Arca, Inc. is the assigned Designated Examining Authority ("DEA") must be submitted electronically and received by the FINRA acting as agent for NYSE Arca Inc. (collectively the "Exchange") on or before the due dates below:

FOCUS Reports of members for which NYSE Arca, Inc. is not the DEA must be submitted to NYSE Arca Inc. on or before the due dates below:

Monthly FOCUS Reports are due as follows:

July 2010 Monthly FOCUS Report
Due: Tuesday, August 24, 2010

Quarterly FOCUS Reports are due as follows:

2nd Quarter 2010 FOCUS Report
Due: Monday, July 26, 2010

Annual Audited Financial Statements – SEC Rule 17a-5(d)

OTPs and ETPs are reminded to file their Annual Audit Reports by the following due dates:

OTPs and ETPs with FYE May 31, 2010 July 30, 2010

OTPs and ETPs with FYE June 30, 2010 August 30, 2010

OTPs and ETPs are reminded to submit Annual Audited Financial Statements, Material Change Forms, and Financial Arrangement Disclosures to the following address:

NYSE Euronext
Attn: [Firm's NYSE Coordinator]
20 Broad Street, 22nd Floor
New York, NY 10005

REGULATORY BULLETINS/NOTICES IN THIS ISSUE

For updated Regulatory Bulletins visit:

<http://www.nyse.com/regulation/nysearca/1220033210192.html>

Total ETP & OTP Holders	90
Total ETP Only Holders	454
Total OTP Only Holders	13