



**Boston Options Exchange Regulation LLC  
Regulatory Circular 2010-17**

**TO: BOX Participants**  
**FROM: BOX Regulation LLC**  
**DATE: September 14, 2010**  
**SUBJECT: Amendments to Contrary Exercise Advice Submission Cut-Off Times**

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The BOX Trading Rules pertaining to Contrary Exercise Advice (“CEA”) submission cut-off times have recently been amended to extend the cutoff time for submitting a CEA. The rule change will be implemented on Friday, September 17, 2010.

Effective Friday, September 17, 2010, the deadline will be extended by one hour to 7:30 p.m., ET, for Participants to submit CEAs for customer accounts and for non-customer accounts if such Participants employ an electronic submission procedure with a time stamp for the submission of exercise instructions by option holders.

Effective Friday, September 17, 2010, the two hour and thirty minute restriction is removed and members and participants have until 7:30 p.m., ET, to submit CEAs for customer accounts and for non-customer accounts if such members or Participants employ an electronic submission procedure with a time stamp for the submission of exercise instructions by option holders.

Option holders must make their final exercise decisions by 5:30 p.m., ET. This deadline has not changed.

Please review the information provided herein. For additional details regarding the rule, refer to Chapter VII, Section 1 the BOX Trading Rules and SR-BX-2010-055, which can be found at <http://www.sec.gov/rules/sro/bx/2010/34-62708.pdf>.

If you have any questions regarding this information please contact Joe Dalton at (617) 235-2317 or Bruce Goodhue at (617) 235-2022.