



**Boston Options Exchange Regulation LLC
Regulatory Circular 2011-11**

TO: BOX Participants
FROM: BOX Regulation LLC
DATE: September 15, 2011
SUBJECT: Professional Customer Orders

As noted in BOX Informational Circular No. IC-2011-04, BOX will implement a new Professional Customer account type on October 3, 2011.¹

This implementation is a result of a proposal filed by the Exchange with the SEC² to amend Chapter I, Section 1(a) (Definitions) of the BOX Trading Rules to adopt the following definition for “Professional”.

The term “**Professional**” means any person or entity that (i) is not a broker or dealer in securities, and (ii) places more than 390 orders in listed options per day on average during a calendar month for its own beneficial account(s).

Beginning on October 3, 2011, all Professional orders must be appropriately marked by all BOX Participants in accordance with the technical specifications that were provided in BOX Technical Notice 11-006A on August 17, 2011.³

All BOX Participants will be required to conduct a quarterly review and make any appropriate changes to the way in which they are representing orders within five business days after the end of each calendar quarter. While Participants will only be required to review their accounts on a quarterly basis, if, during a quarter, the Exchange identifies a customer for which orders are being represented as other than Professional orders but that has averaged more than 390 orders per day during a month, the Exchange will notify the Participant and the Participant will be required to change the manner in which it is representing the customer’s orders within five business days.

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

¹ Please see http://www.bostonoptions.com/f_circulars/INFO_IC-2011-004.pdf to review the circular.

² Please see <http://www.sec.gov/rules/sro/bx/2011/34-65036.pdf> to review the notice of filing.

³ Please see http://www.bostonoptions.com/f_circulars/TECH_11-006_New_Professional_Customer_Account_Type.pdf to review the circular.