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SECURITIES AND EXCHANGE COMMISSION  
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SECURITIES AND EXCHANGE COMMISSION  
DIVISION OF TRADING & MARKETS

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 19b-4(e)

Information Required of a Self-Regulatory Organization Listing and Trading a New  
Derivative Securities Product Pursuant to Rule 19b-4(e) Under the Securities Exchange Act of 1934

READ ALL INSTRUCTIONS PRIOR TO COMPLETING FORM

Part I Initial Listing Report

1. Name of Self-Regulatory Organization Listing New Derivative Securities Product:  
NYSE Area, Inc.



11033025

2. Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.)  
Open-end Management Investment Company

3. Class of New Derivative Securities Product:  
Investment Company Units

4. Name of Underlying Instrument:  
Direxion Large Cap Insider Sentiment Shares

5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:  
Broad Based

6. Ticker Symbol(s) of New Derivative Securities Product:  
INSD

7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:  
NYSE, NASDAQ Stock Market

8. Settlement Methodology of New Derivative Securities Product:  
Regular way trades settle on T+3/Book entry only held in DTC.

9. Position Limits of New Derivative Securities Product (if applicable):  
Not applicable.

Part II Execution

The undersigned represents that the governing body of the above-referenced Self-Regulatory Organization has duly approved, or has duly delegated its approval to the undersigned for, the listing and trading of the above-referenced new derivative securities product according to its relevant trading rules, procedures, surveillance programs and listing standards.

Name of Official Responsible for Form:  
Janet L. McGinness

Title:  
Corporate Secretary

Telephone Number:  
(212) 656-2039

Manual Signature of Official Responsible for Form:  
*Janet McGinness*

December 12, 2011

Act	Securities Exchange Act of 1934
Section	19b-4
Rule	19b-4(e)
Public Availability:	DEC 13 2011

