

Text of Proposed Rule Change

New text is underscored; deleted text is in [brackets]

NYSE AMEX OPTIONS FEE SCHEDULE*

*NYSE Amex Options is the options trading facility of NYSE Amex, LLC

Last Updated: [July 1], 2011

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NYSE AMEX OPTIONS: TRADE-RELATED CHARGES

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MARKETING CHARGE ^{10,11}	\$0.65 per contract side on transactions in non Penny Pilot issues where market makers trade against electronic customer orders.
	\$0.25 per contract side on transactions in Penny Pilot issues where market makers trade against electronic customer orders.

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¹¹ This footnote applies only to marketing charges. The pool of monies resulting from the collection of marketing charges on electronic [N]non-Directed [o]Order flow will be controlled by the Specialist or the e-Specialist with superior volume performance over the previous quarter for distribution by the Exchange at the direction of such Specialist or e-Specialist to eligible payment accepting firms. In making this determination the Exchange will, on a class by class basis, evaluate Specialist and e-Specialist performance based on the number of electronic contracts executed at NYSE Amex per class. The Specialist/e-Specialist with the best volume performance will control the pool of marketing charges collected on electronic [N]non-Directed [o]Order flow for these issues for the following quarter. The pool of monies resulting from collection of marketing charges on electronic Directed Order flow will be controlled by the NYSE Amex Options Market Maker to which the order was directed and distributed by the Exchange at the direction of such NYSE Amex Options Market Maker to payment accepting firms. An ATP Holder that submits an Electronic Complex Order to the Exchange may designate an NYSE Amex Options Market Maker to receive the marketing charge and the pool of monies resulting from the collection of such marketing charges will be distributed by the Exchange at the direction of such NYSE Amex Options Market Maker to payment accepting firms. If an ATP Holder submits an Electronic Complex Order to the Exchange without designating an NYSE Amex Options Market Maker, the pool of

monies resulting from the collection of such marketing charges will be distributed in the same manner as non-Directed Order flow, as described above.

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