



| EDGA & EDGX STOCK EXCHANGES     |               |            |                 |
|---------------------------------|---------------|------------|-----------------|
| Regulatory Information Circular |               |            |                 |
| Circular Number:                | 2010-090      | Contact:   | Jeff Rosenstock |
| Date:                           | July 14, 2010 | Telephone: | (201) 942-8295  |

**Subject: Vanguard Mega Cap 300 ETF  
Vanguard Mega Cap 300 Growth ETF  
Vanguard Mega Cap 300 Value ETF**

### **Background Information on the Securities**

As more fully explained in the Registration Statement (Nos. 333-145624 and 811-01027) for Vanguard World Funds ("Trust"), the Trust is an open-end management investment company registered under the Investment Company Act of 1940, as amended ("1940 Act"), and the Funds are an "index fund" and a registered investment company. The Funds also issues another conventional class of shares called "Institutional Shares" which are not exchange-traded.

Vanguard Mega Cap 300 ETF seeks to track the performance of a benchmark index that measures the investment return of the largest-capitalization stocks in the United States. Vanguard Mega Cap 300 ETF employs a "passive management"--or indexing--investment approach designed to track the performance of the Morgan Stanley Capital International ("MSCI") US Large-Cap 300 Index, a free-float adjusted, market-capitalization weighted index designed to measure equity market performance of large-capitalization stocks.

Vanguard Mega Cap 300 Growth ETF seeks to track the performance of a benchmark index that measures the investment return of the largest-capitalization growth stocks in the United States. The Fund employs a "passive management"--or indexing--investment approach designed to track the performance of the MSCI US Large-Cap Growth Index, which represents the growth companies of the MSCI US Large-Cap 300 Index. The index is a free-float adjusted, market-capitalization weighted index designed to measure equity market performance of large-capitalization growth stocks.

Vanguard Mega Cap 300 Value ETF seeks to track the performance of a benchmark index that measures the investment return of the largest-capitalization value stocks in the United States. Vanguard Mega Cap 300 Value ETF employs a "passive management"--or indexing- investment approach designed to track the performance of the MSCI US Large-Cap Value Index, which represents the value companies of the MSCI US Large-Cap 300 Index. The index is a free-float adjusted, market-capitalization weighted index designed to measure equity market performance of large-capitalization value stocks.

The Vanguard Group, Inc. ("Vanguard") serves as investment advisor to the Fund. Vanguard Marketing Corporation, a wholly owned subsidiary of Vanguard and a registered broker-dealer, is the distributor for the Fund. JPMorgan Chase Bank serves as the Fund's custodian.

As described more fully in the Prospectus and Statement of Additional Information (“SAI”), the Funds will issue and redeem ETF Shares on a continuous basis, at their net asset value (“NAV”), only in large blocks of 100,000 ETF Shares (each, a “Creation Unit”). Creation Units will be issued and redeemed principally in-kind for securities included in the relevant index and a specified cash payment. Except when aggregated in Creation Units, the ETF Shares are not redeemable securities of the Fund.

Dividends from net investment income, if any, will be declared and paid quarterly. Net realized capital gains, if any, will be distributed to shareholders annually in December. The Depository Trust Company (“DTC”) serves as securities depository for the ETF Shares, which may be held only in book-entry form; share certificates will not be issued. DTC, or its nominee, is the record or registered owner of all outstanding ETF Shares.

The NAV for the Funds will be calculated and disseminated daily after 4:00 pm ET each trading day. NAV is calculated by dividing the net assets allocated to the ETF Shares by the number of ETF Shares outstanding. NAV will be available from Vanguard ([www.vanguard.com](http://www.vanguard.com)) and will also be available to National Securities Clearing Corporation (“NSCC”) participants through data made available from NSCC. Vanguard’s website will also disclose the closing market price for the ETF Shares.

The Trusts registration statement describes the various fees and expenses for the Fund’s ETF Shares. For a more complete description of the Fund and the Index, visit [www.vanguard.com](http://www.vanguard.com).

### **Purchases and Redemptions in Creation Unit Size**

Exchange members and member organizations are hereby informed that procedures for purchases and redemptions of Shares in Creation Unit Size are described in the Funds’ prospectus and Statement of Additional Information, and that Shares are not individually redeemable but are redeemable only in Creation Unit Size aggregations or multiples thereof.

### **Principal Risks**

Interested persons are referred to the Prospectuses for a description of risks associated with an investment in the ETF Shares. These risks include the risk that the Fund’s return may not match the return of the Index for a number of reasons including the incursion by the Fund of operating expenses and costs not applicable to the Index. In addition, as noted in the Prospectus, the ETF Shares may trade at market prices that may differ from their NAV. The NAV of the ETF Shares will fluctuate with changes in the market value of the Fund’s holdings. The market prices of the ETF Shares will fluctuate in accordance with changes in NAV as well as the supply and demand for the ETF Share.

### **Trading Hours**

Trading in the shares on the Exchanges is on a UTP basis and is subject to the Exchanges equity trading rules. The shares will trade from 8:00 a.m. until 8:00 p.m. Eastern Time. Members trading the shares during the Extended Market Sessions (Pre-opening and Post-closing sessions) are exposed to the risk of the lack of the calculation or dissemination of underlying index value or intraday indicative value (“IIV”). For certain derivative securities products, an updated underlying index value or IIV may not be calculated or publicly disseminated in the Extended Market hours. Since the underlying index value and IIV are not calculated or widely disseminated during Extended Market hours, an investor who is unable to calculate implied

values for certain derivative securities products during Extended Market hours may be at a disadvantage to market professionals.

### **Trading Halts**

The Exchanges will halt trading in the Shares of a Trust in accordance with Exchange Rules 14.1(c)(4). The grounds for a halt under this Rule include a halt by the primary market because it stops trading the Shares and/or a halt because dissemination of the IIV or applicable currency spot price has ceased, or a halt for other regulatory reasons. In addition, the Exchanges will stop trading the Shares of a Trust if the primary market de-lists the Shares.

### **Exchange Rules Applicable to Trading in the Shares**

The Shares are considered equity securities, thus rendering trading in the Shares subject to the Exchanges' existing rules governing the trading of equity securities.

### **Delivery of a Prospectus**

Pursuant to federal securities laws, investors purchasing Shares must receive a prospectus prior to or concurrently with the confirmation of a transaction. Investors purchasing Shares directly from the Fund (by delivery of the Deposit Amount) must also receive a prospectus.

Prospectuses may be obtained through the Distributor or on the Fund's website. The Prospectus does not contain all of the information set forth in the registration statement (including the exhibits to the registration statement), parts of which have been omitted in accordance with the rules and regulations of the SEC. For further information about the Fund, please refer to the Trust's registration statement.

### **Exemptive, Interpretive and No-Action Relief Under Federal Securities Regulations**

The Commission has issued letters dated November 21, 2005 and April 9, 2007 (together, the "No-Action Letters") granting exemptive, interpretive and no-action relief from certain provisions of and rules under the Securities Exchange Act of 1934 for exchange-traded funds listed and traded on a registered national securities exchange that meet certain criteria. The Fund qualifies for the relief granted in the No-Action Letters, a description of which follows.

### **Regulation M Exemptions**

Generally, Rules 101 and 102 of Regulation M prohibit any "distribution participant" and its "affiliated purchasers" from bidding for, purchasing, or attempting to induce any person to bid for or purchase any security which is the subject of a distribution until after the applicable restricted period, except as specifically permitted in Regulation M. The provisions of the Rules apply to underwriters, prospective underwriters, brokers, dealers, and other persons who have agreed to participate or are participating in a distribution of securities.

The Commission issued a No-Action Letter by which persons participating in a distribution of shares of a fund may engage in secondary market transactions in such shares during their participation in such a distribution, despite the requirements of from Rule 101 under Regulation M. In addition, the Commission has permitted persons who may be deemed to be participating in the distribution of shares of a fund (i) to purchase securities for the purpose of purchasing creation unit aggregations of fund shares and (ii) to tender securities for redemption in

Creation Unit Aggregations. Further, the Commission has clarified that the tender of fund shares to the Fund for redemption does not constitute a bid for or purchase of any of the Funds' securities during the restricted period of Rule 101. The Commission has issued a No-Action Letter to paragraph (e) of Rule 102 under Regulation M which allow the redemption of fund shares in creation unit aggregations during the continuous offering of shares.

### **Customer Confirmations for Creation or Redemption of Fund Shares (SEC Rule 10b-10)**

Broker-dealers who handle purchases or redemptions of Fund shares in Creation Units for customers will be permitted to provide such customers with a statement of the number of Creation Unit Aggregations created or redeemed without providing a statement of the identity, number and price of shares of the individual securities tendered to the Fund for purposes of purchasing creation unit aggregations ("Deposit Securities") or the identity, number and price of shares to be delivered by the Trust to the redeeming holder ("Redemption Securities"). The composition of the securities required to be tendered to the Fund for creation purposes and of the securities to be delivered on redemption will be disseminated each business day and will be applicable to requests for creations or redemption, as the case may be, on that day. This exemptive relief under Rule 10b-10 with respect to creations and redemptions is subject to the following conditions:

- 1) Confirmations to customers engaging in creations or redemptions must state that all information required by Rule 10b-10 will be provided upon request;
- 2) Any such request by a customer for information required by Rule 10b-10 will be filed in a timely manner, in accordance with Rule 10b-10(c);
- 3) Except for the identity, number and price of shares of the component securities of the Deposit Securities and Redemption Securities, as described above, confirmations to customers must disclose all other information required by Rule 10b-10(a).

### **SEC Rule 14e-5**

The Commission has permitted any person acting as a dealer-manager of a tender offer for a component security of fund (1) to redeem fund shares in creation unit aggregations from the issuer that may include a security subject to such tender offer and (2) to purchase fund shares during such tender offer. In addition, a No-Action has been issued under Rule 14e-5 states that if a broker-dealer acting as a dealer-manager of a tender offer for a security of the Fund purchases or arranges to purchase such securities in the secondary market for the purpose of tendering such securities to purchase one or more creation unit aggregations of shares, it must be made in conformance with the following:

- i. such bids or purchases are effected in the ordinary course of business, in connection with a basket of 20 or more securities in which any security that is the subject of a distribution, or any reference security, does not comprise more than 5% of the value of the basket purchased; or
- ii. purchases are effected as adjustments to such basket in the ordinary course of business as a result of a change in the composition of the underlying index; and
- iii. such bids or purchases are not effected for the purpose of facilitating such tender offer.

### **Section 11(d)(1); SEC Rules 11d1-1 and 11d1-2**

Section 11(d)(1) of the Act generally prohibits a person who is both a broker and a dealer from effecting any transaction in which the broker-dealer extends credit to a customer on any security which was part of a new issue in the distribution of which he participated as a member of a selling syndicate or group within thirty days prior to such transaction. The Commission has clarified that Section 11(d)(1) does not apply to broker-dealers that are not authorized participants (and, therefore, do not create creation unit aggregations) that engage in both proprietary and customer transactions in shares of a fund in the secondary market, and for broker-dealer authorized participants that engage in creations of creation unit aggregations. This relief is subject to specific conditions, including the condition that such broker-dealer (whether or not an authorized participant) does not, directly or indirectly, receive from the fund complex any payment, compensation or other economic incentive to promote or sell the shares of a fund to persons outside the fund complex, other than non-cash compensation permitted under NASD Rule 2830 (I)(5)(A), (B) or (C). See letter dated November 22, 2005 from Brian A Bussey, Assistant Chief Counsel, Division of Market Regulation, to Barclays Global Investors, N.A., dated November 22, 2005. The Commission has issued a No-Action Letter under Section 11(d)(1) of the Act states that broker-dealers may treat shares of a fund, for purposes of Rule 11d1-2, as "securities issued by a registered open-end investment company as defined in the Investment Company Act" and thereby extend credit or maintain or arrange for the extension or maintenance of credit on shares that have been owned by the persons to whom credit is provided for more than 30 days, in reliance on the exemption contained in the rule.

### **SEC Rule 15c1-5 and 15c1-6**

The SEC has taken a no-action position with respect to Rule 15c1-5 and Rule 15c1-6 as to the required disclosure of control by a broker or dealer with respect to creations and redemptions of Fund shares and secondary market transactions therein.

**This Regulatory Information Circular is not a statutory Prospectus. Members should consult the Trust's Registration Statement, SAI, Prospectus and the Fund's website for relevant information.**

## Appendix A

| <b>Ticker</b> | <b>Fund Name</b>                 | <b>Cusip</b> |
|---------------|----------------------------------|--------------|
| MGC           | Vanguard Mega Cap 300 ETF        | 921910873    |
| MGK           | Vanguard Mega Cap 300 Growth ETF | 921910816    |
| MGV           | Vanguard Mega Cap 300 Value ETF  | 921910840    |