



400 S. La Salle
Chicago, IL 60605

Regulatory Circular RG10-32

To: Members and Member Organizations
From: Trading Operations
Date: March 1, 2010
Re: S&P 500 Dividend Index Options

On March 5, 2010, CBOE plans to begin trading S&P 500 Dividend Index (DVS) Options. The Group1 DPM, located at Post 6 Station 9, has been allocated the DVS product.

System settings and other details for DVS options will be as follows:

- Trading will take place on the Hybrid trading platform.
- Initial seat cost will be .001.
- DVS will initially trade in standard (.05/.10) price increments
- Trades executed electronically will be allocated in Pro-Rata fashion with Public Customer and DPM Participation Entitlements (trades executed in open outcry will be allocated pursuant to Rule 6.45B(b)).
- Auto-execution and booking will be available for all order origins
- COB, COA and AIM will be available
- Preferred Market Maker trade allocation will not be available and PFOF/Marketing Fee will not be collected.
- The crossing entitlement in open outcry will be 40% for facilitations and solicitations.

Please contact Greg Burkhardt at 312-786-7531/burkhard@cboe.com or the Help Desk at 866-728-2263/helpdesk@cboe.com with any questions.