



Regulatory Circular RG10-56

DATE: May 19, 2010

TO: Members and Member Firms

FROM: Market Operations Department

RE: Regulatory Circular RG09-71
Restrictions Lifted on Transactions in
Blue Nile Inc. ("NILE")

On June 26, 2009, restrictions were lifted in certain option series of Blue Nile, Inc. ("NILE"). Effective today, Blue Nile Corporation meets CBOE listing standards and new series may now be added and traded without restriction.

Any questions regarding this information may be directed to Kerry Winters at (312) 786-7312 or Keith Friedman at (312) 786-7798.