



EXECUTE SUCCESSSM

Regulatory Circular RG12-145

Date: October 29, 2012

To: Trading Permit Holders

From: Business Development Division

RE: Preferred Market Maker (PMM) Marketing Fee Pools

Effective November 1, 2012, CBOE is removing the requirement that a PMM have a market maker appointment in an options class in order to collect and control the marketing fee funds generated in a specific class from orders preferred to that party which executed against a market maker account. In effect, PMMs will be able to manage marketing fee funds across all eligible equity, ETF and index option classes at CBOE without having to maintain a market maker appointment in those classes.

PMMs interested in participating in this program are directed to contact Alicia Goldberg at (312) 786-7585 or Goldberg@cboe.com to ensure the proper directives are in place.