

BZX Regulatory Circular 10-005

Date: July 20, 2010

To: Options Members of BATS Exchange, Inc. ("BATS Exchange" or the "Exchange")

From: Membership Services

Re: Reminder to Update Form U4 for Series 4 Registered Options Principals

As described in Rule 2.5, Interpretation and Policy .03, individuals associated with Exchange Members that are required to register with BATS must do so electronically through the Central Registration Depository ("CRD").

The checkbox located on the Form U4 for purposes of registering Options Principals (Series 4) is now available. BATS Exchange would like to remind all BATS Options members to update the Form U4 for all of their Registered Options Principals pursuant to BATS Rule 17.1(g). BATS does not currently charge any fees for membership applications or for the renewal of registrations for firms or individuals.

Please contact Membership Services at 913.815.7002 or membershipservices@batstrading.com with any inquiries regarding this Information Circular.