



OPTIONS EXCHANGE		STOCK EXCHANGE	
Market Information Circular			
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Subject: Customer Service Initiative Enhancement - “ISEAlerts”

The purpose of this Market Information Circular (MIC) is to announce a development in the ISE’s ongoing customer service initiative. We have developed an enhancement to our software that will allow us to mass communicate all issues that affect our members via both IM and now E-mail.

We have added e-mail capability to “**ISEAlerts**” and expect the benefits to be:

- Direct access to more of our customers
- Better individualized communication
- Enhanced customer specific information

A few examples of information members can expect the ISEAlerts to contain are:

- Trade reviews
- System status messages
- Width exceptions

If follow up questions are necessary, ISE members can simply reply to the IM broadcast and they will be locked into a one on one conversation with a member of the ISE Market Operations Staff. All e-mail responses will be sent the Market Operations group e-mail, helpdesk@ise.com

To sign up we ask that members with AOL IM capability send their proper name, company and IM address to helpdesk@ise.com. Members who are interested in using our new e-mail service should send their proper name, company and e-mail address to the same address.

“ISEAlerts” ([MIC 2007-21](#)), was developed originally as an IM tool but has been expanded to include email as well. We will send brief but important messages to either your IM or E-mail address but not both.

The ISE Market Operations team plans on using this tool as our sole means of written outbound communication starting January 2, 2009.