



TO: BOX Participants
FROM: BOX Regulation
SUBJECT: **Enhanced Electronic Blue Sheet Submissions Update**
DATE: **November 21, 2012**

The BOX Options Exchange, LLC ("BOX") and other interested members of Intermarket Surveillance Group (ISG) have extended the effective date for firms to submit data elements for enhancing the Electronic Blue Sheets (EBS) to May 1, 2013 to allow broker-dealers additional time to implement the enhancements.

Firms must add the following fields to the EBS format by November 30, 2012, as currently required, but are not required to be populated with regard to EBS request from BOX and other interested ISG members until May 1, 2013. Firms may voluntarily submit the value of these fields starting November 30th and they will be accepted.

- Order Execution Time
- Large Trader Identification Number 1
- Large Trader Identification Number 2
- Large Trader Identification Number 3
- Large Trader Identification Qualifier
- Primary Party Identifier (named Entering Firm Identifier)
- Contra Party Identifier (named Executing Firm Identifier)

Currently, EBS requests are made under specific security symbols and option symbology. Firms will be required to submit EBS when requested, using three additional formats:

1. Account number and date;
2. Account number, symbol and date; or

3. Date range and Primary Party Identifier (a change from the Executing Firm Identifier)

For more details about the definition of the fields listed above, the changes to the Blue Sheet record layout and transaction types identifiers, Blue Sheet testing, and Large Trader request from the SEC, please refer to FINRA's Regulatory Notice 12-47.

Additionally, see FINRA's website for the most recent version of the frequently asked questions <http://www.finra.org/industry/compliance/regulatoryfilings/bluesheets/p125234>.

Contacts

Please review the information provided herein. If you have any questions regarding this information, please contact Bruce Goodhue, Vice President BOX Regulation, at (617) 235-2022 or bgoodhue@boxregulation.com.