



TO: BOX Participants
FROM: BOX Regulation
SUBJECT: Penny Pilot Program Symbol Replacement
DATE: October 3, 2012

On Wednesday, October 3, 2012, the Penny Pilot Program will be modified to add one (1) option class to replace a class that was previously part of the program.

The issue being replaced is:

Symbol	Company Name
KFT	Kraft Foods

The new issue will be:

Symbol	Company Name
MDLZ	Mondlez International, Inc.

Contacts

Please review the information provided herein. If you have any questions regarding this information, you should speak with your firm's compliance or legal department. You may also contact the SEC. If you have further questions, please contact Ken Meaden, Chief Regulatory Officer, at (617) 235-2258 or the Market Regulation Center (MRC) at boxmrc@boxregulation.com.