



ASX 24 NOTICE NO. 119/10

Date of Issue: 2 August 2010
Effective Date: 1 August 2010

NEW ASX BRAND STRUCTURE AND RULE AMENDMENTS

New ASX Brand Structure

ASX has launched a new brand structure. Effective 1 August 2010, ASX Group is the overarching brand with four sub brands to represent each line of our operations. The [new brand structure](#) is set out in the attachment.

Rule Amendments

As foreshadowed previously, the ASX Operating Rules (previously called the ASX Market Rules) and the ASX 24 Operating Rules (previously called the SFE Operating Rules), and the Procedures to those Rules, have been restructured and amended as of 1 August 2010 as a result of the transfer of supervision to ASIC. In connection with the restructuring of the Rules ASX is also renaming some of its group licensees. Further, consequential amendments have been made to the following rules and associated procedures:

- ASX Enforcement and Appeals Rulebook and Procedures (previously called the Australian Securities Exchange and Disciplinary Processes and Appeals Rulebook)
- ASX Clear Operating Rules and Procedures (previously called the ACH Clearing Rules)
- ASX Settlement Operating Rules and Procedures (previously called the ASTC Settlement Rules)
- Austraclear Regulations and Procedures
- ASX Listing Rules

For an explanation of the amendments please see the document entitled '[Restructured ASX Operating Rules and ASX 24 \(SFE\) Operating Rules](#)' which was made available on the ASX website on 9 July 2010.

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