

February 8, 2016

Brent J. Fields, Secretary  
United States Securities and Exchange Commission  
100 F Street, NE  
Washington, DC 20549-1090

RE: Investors Exchange (IEX) LLC; Application for Registration as a National Securities Exchange (File No. 10-222)

Dear Mr. Fields,

I am writing this letter in support of the application for IEX to become a Stock Exchange.

If the objective of the Stock Market is to create a clear, transparent and fair platform for all investors (including individuals and large corporations) the only choice is to approve the application for IEX.

To not approve this application is nothing short of protectionism and it would represent a significant injustice to the citizens of the United States. The existing industry incumbents, including NASDAQ, NYSE, Citadel, are obviously seeking to create misperceptions to maintain their market share and corporate profitability. Their recent recognition of their need to reform is comical as they have not only supported but created many of the inefficiencies and unfair advantages that exist in the Market today (one example - permitting server collocation to enhance revenues). Their position against IEX is merely to prioritize profit preservation by blocking IEX to buy time to solve for the impact that a truly fair and efficient market would have on their own revenue streams.

Innovation (which always causes disruption) is the only way to right a long-lasting, systemic wrong. IEX has very clearly identified the problems within the current system and has developed a 'fair for all' solution, allowing every investor a fair and equal opportunity. The general public is speaking loud and clear - they believe in IEX and want to invest through them. In fairness, IEX will succeed only if they have a business model that is desired by consumers and is used by consumers. Only if IEX becomes an Exchange can the general public exercise this consumer right.

I would encourage you to act in the best interests of individual investors and approve the application for IEX to become a National Securities Exchange. Anything less than this would demonstrate the SEC's belief that a free market supporting individuals comes second to supporting existing incumbents and their profitability - made possible by unfair rules and insider secrets.

Best Regards,

Nancy Hollinger

Small Business owner - Homeopathic Physician