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FOR IMMEDIATE RELEASE

## Barclays Launches Leveraged iPath® Exchange Traded Notes

*New ETNs provide investors with access to leveraged returns on equity indices*

New York, NY (November 30, 2010) – Barclays Bank PLC announced today the launch of eleven leveraged iPath® Exchange Traded Notes (ETNs) on the NYSE Arca stock exchange. The new iPath ETNs provide investors with a way to access leveraged returns based on the performance or inverse performance of equity market benchmarks or strategies. The ETNs offer both long and short leveraged exposure to index provider indices from S&P, Russell and MSCI.

The new iPath ETNs are:

iPath® Long Extended Russell 1000® TR Index ETN	ROLA
iPath® Short Extended Russell 1000® TR Index ETN	ROSA
iPath® Long Extended Russell 2000® TR Index ETN	RTLA
iPath® Short Extended Russell 2000® TR Index ETN	RTSA
iPath® Long Extended S&P 500® TR Index ETN	SFLA
iPath® Short Extended S&P 500® TR Index ETN	SFSA
iPath® Long Enhanced MSCI EAFE® Index ETN	MFLA
iPath® Short Enhanced MSCI EAFE® Index ETN	MFSA
iPath® Long Enhanced MSCI Emerging Markets Index ETN	EMLB
iPath® Short Enhanced MSCI Emerging Markets Index ETN	EMSA
iPath® Long Enhanced S&P 500 VIX Mid-Term Futures™ ETN	VZZ

“We are delighted to expand the iPath platform with a comprehensive suite of products that provides our clients with leveraged and inverse exposure to the equity and volatility markets,” said Philippe El-Asmar, Managing Director, Head of Investor Solutions at Barclays Capital. “The leveraged iPath ETNs offer a new way to manage capital across the equity markets and we believe these investment tools will be useful for investors wishing to tailor the risk/return profile of a global equities portfolio.”

iPath ETNs are senior, unsecured, unsubordinated debt securities issued by Barclays Bank PLC. The ETNs are designed to provide investors with a way to access leveraged returns of a market or strategy, less certain costs and fees. The primary features of the ETNs are a return based on a leveraged participation in the performance or inverse performance of the applicable underlying index, a fixed maturity date, an automatic redemption mechanic and an optional redemption



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feature for holders. The ETNs track a fixed multiple of the performance of the underlying index over the term of the ETNs, before the deduction of certain costs and fees as described in the applicable prospectus.

The prospectuses can be found on EDGAR, the SEC website at: [www.sec.gov](http://www.sec.gov), as well as on the product website at [www.iPathETN.com](http://www.iPathETN.com).

Barclays Bank PLC is the issuer of iPath ETNs and Barclays Capital Inc. is the issuer's agent. BlackRock's broker dealer affiliate, BlackRock Fund Distribution Company, engages in the promotion of iPath ETNs to intermediaries.

#### **About Barclays**

Barclays is a major global financial services provider engaged in retail banking, credit cards, corporate and investment banking and wealth management with an extensive international presence in Europe, the Americas, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs nearly 147,000 people. Barclays moves, lends, invests and protects money for 48 million customers and clients worldwide. For further information about Barclays, please visit our website [www.barclays.com](http://www.barclays.com).

**An investment in iPath ETNs involves risks, including possible loss of principal. For a description of the main risks see "Risk Factors" in the applicable prospectus.**

**Barclays Bank PLC has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus and other documents Barclays Bank PLC has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting [www.iPathETN.com](http://www.iPathETN.com) or EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov). Alternatively, Barclays Bank PLC will arrange for Barclays Capital Inc. to send you the prospectus if you request it by calling toll-free 1-877-764-7284, or you may request a copy from any other dealer participating in the offering.**

BlackRock Fund Distribution Company assists in the promotion of the iPath ETNs.

**iPath ETNs (the "Securities") are unsecured obligations of Barclays Bank PLC and are not secured debt. The Securities are riskier than ordinary unsecured debt securities and have no principal protection.** Risks of investing in the Securities include limited portfolio diversification, trade price fluctuations, uncertain principal repayment, and illiquidity. Investing in the Securities is not equivalent to investing directly in an index or in any particular index components. The investor fee will reduce the amount of your return at maturity or on redemption, and as a result you may receive less than the principal amount of your investment at maturity or upon redemption of your Securities even if the level of the relevant index has increased or decreased (as may be applicable to the particular series of Securities). An investment in iPath ETNs may not be suitable for all investors.



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The Securities may be sold throughout the day on the exchange through any brokerage account. There are restrictions on the minimum number of Securities you may redeem directly with the issuer as specified in the applicable prospectus. Commissions may apply and there are tax consequences in the event of sale, redemption or maturity of Securities. **Sales in the secondary market may result in significant losses.**

For an investment in iPath ETNs ("iPath Long ETNs") linked to a leveraged participation in the performance of the S&P 500<sup>®</sup> Total Return Index, the Russell 1000<sup>®</sup> Total Return Index, the Russell 2000<sup>®</sup> Total Return Index, the MSCI EAFE<sup>®</sup> Net Total Return Index, or the MSCI Emerging Markets Net Total Return Index, any decrease in the level of the underlying index will result in a significantly greater decrease in the repayment amount, and you may receive less than your original investment in the ETNs at maturity or upon redemption. For an investment in iPath ETNs ("iPath Short ETNs") linked to a leveraged participation in the inverse performance of the S&P 500<sup>®</sup> Total Return Index, the Russell 1000<sup>®</sup> Total Return Index, the Russell 2000<sup>®</sup> Total Return Index, the MSCI EAFE<sup>®</sup> Net Total Return Index, or the MSCI Emerging Markets Net Total Return Index, any increase in the level of the underlying index will result in a significantly greater decrease in the repayment amount, and you may receive less than your original investment in the ETNs at maturity or upon redemption. If the level of the underlying index decreases (in the case of the iPath Long ETNs) or increases (in the case of the iPath Short ETNs) sufficiently such that, on any valuation date prior to or on the final valuation date, the intraday indicative note value of the Securities is less than or equal to the automatic termination value per Security, the Securities will be automatically redeemed at the automatic redemption value, which is determined by the calculation agent as soon as practicable following the occurrence of an automatic termination event; therefore, the payment you receive on the automatic redemption date may be less than the intraday indicative note value at the time of the automatic termination event. Following the calculation of the automatic redemption value, you will not benefit from any subsequent increase (in the case of the iPath Long ETNs) or decrease (in the case of the iPath Short ETNs) in the applicable index level. The payment you receive following an automatic termination event may be significantly less than the principal amount of the Securities and may equal \$0. The "participation" value for the Securities, as described in the applicable pricing supplement, is published solely for informational purposes. It is not intended to serve as a basis for determining a price or quotation for the Securities, or as a basis for an offer or solicitation for the purchase, sale, redemption or termination of the Securities.

An investment in iPath ETNs linked to a leveraged participation in the performance (in the case of the iPath Long ETNs) or the inverse performance (in the case of the iPath Short ETNs) of the applicable underlying index is subject to risks associated with fluctuations, particularly a decrease (in the case of the iPath Long ETNs) or an increase (in the case of the iPath Short ETNs), in the value of the underlying index. The market value of the Securities may be influenced by many unpredictable factors. Leverage increases the sensitivity of the Securities to changes in the value of the underlying index. The ratio between the value of the Securities and the notional exposure of each Security to the underlying index will fluctuate during the term of the Securities.



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For an investment in iPath ETNs linked to a leveraged participation in the performance of the S&P 500 VIX Mid-Term Futures™ Index TR, any decrease in the level of the index will result in a significantly greater decrease in the repayment amount, and you may receive less than your original investment in the ETNs at maturity or upon redemption. If the level of the index decreases sufficiently to trigger an automatic termination event, the Securities will be automatically deemed at the automatic redemption value, which is calculated after the close of business on the automatic termination date; therefore, the payment you receive on the automatic redemption date may be less than the intraday indicative note value at the time of the automatic termination event. Following the calculation of the automatic redemption value, you will not benefit from any subsequent increase in the index. The payment you receive following an automatic termination event will most likely be significantly less than the principal amount of the Securities and may equal \$0. If current levels of market volatility persist, it is highly likely that an automatic termination event will occur. The “participation” value for the Securities, as described in the applicable pricing supplement, is published solely for informational purposes. It is not intended to serve as a basis for determining a price or quotation for the Securities, or as a basis for an offer or solicitation for the purchase, sale, redemption or termination of the Securities.

An investment in iPath ETNs linked to a leveraged participation in the performance of the S&P 500 VIX Mid-Term Futures™ Index TR is subject to risks associated with fluctuations, particularly a decline, in the performance of the index. Because the performance of the index is linked to the CBOE Volatility Index (the “VIX Index”), the performance of the index will depend on many factors including, the level of the S&P 500® Index, the prices of options on the S&P 500® Index, and the level of the VIX Index which may change unpredictably, affecting the value of futures contracts on the VIX Index and, consequently, the level of the index. Additional factors that may contribute to fluctuations in the level of the index include prevailing market prices and forward volatility levels of the U.S. stock markets and the equity securities included in the S&P 500® Index, the prevailing market prices of options on the VIX Index, relevant futures contracts on the VIX Index, or any other financial instruments related to the S&P 500® Index and the VIX Index, interest rates, supply and demand in the listed and over-the-counter equity derivative markets as well as hedging activities in the equity-linked structured product markets. Leverage increases the sensitivity of the Securities to changes in the value of the underlying index. The ratio between the value of the Securities and the notional exposure of each Security to the underlying index will fluctuate during the term of the Securities.

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