



INTERNATIONAL SECURITIES EXCHANGE

60 Broad Street  
New York, NY 10004  
Tel: (212) 943-2400  
Fax: (212) 425-4926

## FOR IMMEDIATE RELEASE

CONTACTS: Rick Keating/Vicki Banner  
Keating Communications, Inc.  
(973) 376-9300  
[vicki@keatingpr.com](mailto:vicki@keatingpr.com)

### **INTERNATIONAL SECURITIES EXCHANGE** **SUCCESSFULLY LAUNCHES TRADING**

**NEW YORK, May 26, 2000** – Today, the International Securities Exchange (ISE) became the first active fully electronic options exchange in the U.S. At 9:30 a.m. (NY time), this groundbreaking market opened for trading, successfully kicking off a project conceived over three years ago.

During a press conference, the first trade ever executed on a fully electronic U.S. options exchange was witnessed by all present via a live feed from ISE's trading platform. Trading began with options on Alcoa Inc., LSI Logic Corporation and SBC Communications Inc. The ISE will list for trading 600 of the most active options according to a rollout schedule that is anticipated to last until late this year.

David Krell, ISE's president and CEO remarked, "We are proud to have brought this innovation to options investors and believe that this successful launch sets the stage for great things to come in the options industry."

#### **ISE Background**

ISE is the first nationally registered securities exchange in twenty-seven years, the first fully electronic options exchange in the United States, and the world's first options marketplace combining electronic trading and auction market principles.

ISE has announced its intention to list the top 600 equity options classes representing over 90% of the option industry's average daily trading volume. ISE's rollout schedule involves starting trading with a small number of options classes and growing over time to the full list of 600.

ISE headquarters is located at 60 Broad Street, New York, NY 10004 and can be reached at (212) 943-2400 or, for additional information, visit its web site at [www.iseoptions.com](http://www.iseoptions.com).

# # #