



INTERNATIONAL SECURITIES EXCHANGE

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**FOR IMMEDIATE RELEASE**

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**INTERNATIONAL SECURITIES EXCHANGE  
ESTABLISHES EDUCATION DEPARTMENT**

**Augments Marketing & Business Development Efforts**

**Alex Jacobson Named Vice President of Education**

**NEW YORK, August 7, 2002** – ISE has announced the formation of an education department within its marketing and business development (M&BD) division. Alex Jacobson, formerly vice president of business development, heads this new effort to provide options educational training for ISE member firms as well as prospective members. He continues to report to Bruce Goldberg, senior vice president of M&BD.

The expansion of the M&BD division to include a focused educational program is a direct result of ISE's philosophy that creating greater primary demand among Exchange constituents will enhance its business growth. Bruce Goldberg said, "This important added element of our program recognizes the growing stature that ISE has attained in contributing to the greater success of the listed options industry. Alex is widely acknowledged as a preeminent source for media inquiries on options as well as a sought after instructor by both buy and sell side firms and in various industry programs globally."

As part of his new responsibilities, Mr. Jacobson will develop programs specific to particular member firms, spending time in their call centers, branch offices and trading desks for the purpose of educating brokers, traders, institutional users and customers.

**ISE Background**

ISE, widely recognized as the pioneer and pacesetter in electronic trading of U.S. equity options, has grown to become the third largest of five U.S. options exchanges within just eighteen months of its launch. This measurement is based on total volume transacted in all listed options, equity as well as index products, traded on the five registered U.S. options exchanges.

## *ISE Establishes Education Department - 2*

ISE is the only fully electronic options exchange in the United States, the first nationally registered securities exchange since 1973, and the world's first options marketplace combining electronic trading and auction market principles. Trading in this innovative market began on May 26, 2000.

ISE has demutualized, converting from a New York limited liability company, in which equity interests as well as trading rights were represented by single ownership interests, to a Delaware corporation, in which equity interests and trading rights are now represented by different securities. This new structure permits the infusion of additional capital, providing a broader base and enhanced capability for growth of its core business, as well as expansion into additional business lines.

ISE currently lists 509 issues for trading. The aggregate volume of these issues across all five U.S. options exchanges represents greater than 90% of all equity options volume. The updated list of issues is available on ISE's web site ([www.iseoptions.com](http://www.iseoptions.com)) within the section entitled "Product Information."

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).

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