



ISE Introduces Redesigned Web Site

NEW YORK, October 15, 2002 –ISE’s web site now offers options traders even more options.

ISEoptions.com has been redesigned to give ISE’s investors, members, and options traders more information about the Exchange’s operations, products and trading systems.

ISE’s web site is divided into seven sections that offer detailed information about the only fully-electronic options exchange in the U.S. Investors who want to learn about ISE’s market structure, the efficiencies of electronic options trading, trading permit and seat sales, or even read ISE’s regulatory filings can find all that and more on ISE’s web site.

“ISEoptions.com is our answer to the cavalcade of requests that we have received from investors and options traders, including members at other exchanges, who want more information about ISE and the ISE trading experience,” said Bruce Goldberg, ISE’s Senior Vice President of Marketing and Business Development. “Stay tuned because we will be introducing new features in future months, including an educational section on options trading that I guarantee will be as hard to rival as it will be useful to options traders of all levels of experience.”

ISE Background

ISE pioneered electronic options trading in the U.S. Within 18-months of its May 26, 2000 launch, the Exchange became the third largest of five domestic options exchanges, a position that it has since enhanced by capturing the lead market share in its listings. During the 2002 third quarter, ISE dominated trading in its listed issues, capturing a 27% market share, or average daily volume of 671,531 contracts.

ISE is the only all-electronic U.S. options exchange, the first registered securities exchange approved by the Securities and Exchange Commission since 1973, and the first and only electronic options exchange in the global marketplace that has successfully integrated the intrinsic efficiencies of electronic trading with auction market principles.

ISE lists 517 options classes, whose aggregate volume represents more than 90% of the industry’s total equity options volume. For more information about ISE, its products and its technology, visit www.iseoptions.com.

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