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## DAVID KRELL NAMED AS ONE OF FAST COMPANY MAGAZINE'S FAST 50 CHAMPIONS OF INNOVATION

Thursday, March 20 – David Krell, President & CEO of the International Securities Exchange (ISE), the all-electronic exchange that pioneered electronic trading in the options industry, was named as one of Fast Company magazine's debut list of "Fast 50" Champions of Innovation – individuals whose achievements helped change their companies or society.

The Fast 50 appears in the March issue of Fast Company, the nation's leading magazine for management innovators. The list includes 50 exceptional achievers selected from online submissions by Fast Company readers. This year's list was selected from more than 1,400 entries submitted by individuals in 30 countries and nearly every state in the union. These entries generated more than 20,000 comments online from readers.

Profiles of the Fast 50, as well as all reader submissions, may be accessed online at the special Fast 50 Website at [www.fastcompany.com/fast50](http://www.fastcompany.com/fast50)

"The Fast 50 had the vision to see ways of improving our world – and the persistence to accomplish their goals," said Fast Company co-founder and co-editor William C. Taylor. "At a time when our nation is rediscovering what it means to be a hero, the Fast 50 recognizes 50 individuals who are each courageous in their own way."

Selected by Fast Company editors, the Fast 50 includes executives, activists, marketers, designers, scientists, engineers and other leaders from a variety of backgrounds. Some are solo entrepreneurs and researchers. Others come from a wide range of organizations – from large corporations to non-profit groups.

Individuals in the Fast 50 are divided into the following categories:

- **The Power of Persistence** - Founders, CEOs and Presidents who have been exceptionally effective in building their companies for the long haul
- **The Thrill of Invention** - Leaders and technologists setting new standards of innovation and performance
- **The Value of Values** – Leaders who made the right moves by doing the right thing

- **The Rewards of Solving Problems** – Innovators who saw opportunities and created solutions where others saw problems
- **The Business of Culture** – Individuals and companies with cutting-edge ideas about style and substance, fashion and functionality.

David Krell, named to “The Power of Persistence” category on the Fast 50 list, co-founded the International Securities Exchange with three colleagues in 1998. Launched in May 2000 as the first fully electronic US options exchange, ISE redefined the US options industry by introducing electronic trading, competition, and lower fees and efficient, equitable pricing, enabling instantaneous executions in tight, liquid markets. ISE is the only electronic options exchange in the world that has integrated auction market principles into an advanced trading system.

Founded in 1996 and published monthly, Boston-based **Fast Company** ([www.fastcompany.com](http://www.fastcompany.com)) covers ideas, trends and individuals devoted to innovation and managing change in today’s economy. The magazine is owned by Gruner + Jahr USA, one of the top-ranked magazine publishers in the U.S., reaching one of the largest readerships in America. Gruner + Jahr USA also publishes Inc, Child, Family Circle, Fitness, Parents and YM.

**ISE**, which is the largest U.S. equity options exchange, pioneered electronic options trading in the U.S.

ISE is the only fully-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 543 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](http://www.iseoptions.com).

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