



ISE “Revolution” Advertising Campaign Wins Awards “Demand Tighter Markets!” Named Best in Show

NEW YORK, May 16, 2003 – The International Securities Exchange (ISE) received several awards for excellence in advertising Thursday at the Financial Communications Society’s 2003 Portfolio Awards, a financial services industry advertising competition.

One advertisement from ISE’s “Revolution” campaign, “Demand Tighter Markets!” was honored as the Best in Show. In the Business-to-Business category, “Demand Tighter Markets!” received a Gold Award and ISE’s “Revolution” campaign received a Silver Award. Another advertisement, “Better Bid, Better Ask – It’s Your Right!” received a Gold Award in the Corporate Image category.

ISE’s “Revolution” campaign, which was created by Publicis in New York, initiates a “call to arms” on Wall Street. The campaign was designed to alert traders to the benefits of ISE’s market, including “Transparency Worth Fighting For,” “Better Bid, Better Ask – It’s Your Right!” and “Demand Tighter Markets.” The advertisements were printed in major market newspapers and financial industry trade publications. The complete campaign may be viewed on ISE’s web site at <http://www.iseoptions.com/campaign/campaign.asp>

“Good advertising is crisp, direct, and communicates a message. ISE’s campaign effectively communicates our unique benefits. The campaign, which is still being unveiled, captures ISE’s revolutionary spirit. ISE introduced electronic options trading to the US market, and the “Revolution” campaign introduced a lot of people to ISE. There were many impressive entrants in the 2003 FCS competition, and we are pleased to have been recognized,” said Bruce Goldberg, Senior Vice President, Marketing.

ISE Background

The International Securities Exchange was founded on the principle that technology fosters and infuses new efficiencies and operational innovations into securities trading. After developing an innovative market structure that integrated auction market principles into an advanced screen-based trading system, ISE launched the first fully electronic US options exchange in May 2000. ISE continually enhances its trading systems to provide investors and the trading community with the most efficient, least expensive order executions possible.

For more information about ISE, its products and its technology, visit www.iseoptions.com.

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