

ISE “Revolution” Advertising Campaign Wins Award

NEW YORK, May 11, 2004 – The International Securities Exchange (ISE) received an award for excellence in advertising Thursday at the Financial Communications Society’s 2004 Portfolio Awards, a financial services industry advertising competition.

ISE’s “Revolution” campaign was honored for the “It’s Your Right!” advertisement, which received a Gold Award in the outdoor advertising business-to-business 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 “Liquidity Right Here, Right Now!,” “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 and were featured in outdoor media venues including subway panels and telephone kiosks. The complete campaign may be viewed on ISE’s web site at <http://www.iseoptions.com/campaign/campaign.asp>

“ISE strives for excellence in all areas of its business. A great advertising campaign helps to communicate ISE’s customer message directly and effectively,” said Bruce Goldberg, ISE’s Senior Vice President of Marketing. “The campaign captures the spirit of ISE’s investor-centric approach. There were many impressive entrants in the 2004 FCS competition, and we are pleased to have been recognized.”

ISE Background

The International Securities Exchange, the world’s largest equity options 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 with the best marketplace to execute their options orders.

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

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