

ISE To List Three Options Classes

NEW YORK, April 1, 2004 – The International Securities Exchange (ISE) said that three options would be listed for trading on Friday, April 2, 2004.

- Options on Bradley Pharmaceuticals (BDY), which were allocated to Adirondack Electronic Markets LLC (AEM), will trade in bin 3 on a January expiration cycle with position and exercise limits of 31,500 contracts.
- Options on Toll Brothers Inc. (TOL), which were allocated to AEM, will trade in bin 3 on a March expiration cycle with position and exercise limits of 75,000 contracts.
- Options on Avon Products Inc. (AVP), which were allocated to AEM, will trade in bin 3 on a January expiration cycle with position and exercise limits of 75,000 contracts.

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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