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**INTERNATIONAL SECURITIES EXCHANGE**  
**NAMES RICHARD POMBONYO, VP, MARKETING**

**NEW YORK, Dec. 18** – The International Securities Exchange has tapped Richard T. Pombonyo to be its Vice President, Marketing as it gears up to launch trading in January, 2000.

Pombonyo will be responsible for designing, implementing and managing marketing efforts to the brokerage industry for the first fully electronic options exchange in the U.S.

A consultant to ISE leading up to the formation announcement Nov. 10, Pombonyo reports to Gary Katz, Senior Vice President, Marketing and Business Development.

“Richard brings a solid background in derivative financial markets and extensive experience in promoting these products to the brokerage community,” said Katz who added “Richard’s appointment is another step forward in achieving our goal of establishing the first fully electronic options exchange in the U.S.”

Before joining ISE, Pombonyo was President of RTP Associates, a financial services consulting firm. From 1990 to 1997, he was Managing Director, Marketing, at the New York Futures Exchange (NYFE), a subsidiary of the New York Stock Exchange (until 1994) and later the New York Cotton Exchange. At NYFE he developed and managed the marketing program, including institutional and retail sales and promotion.

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2 of 2 POMBONYO, ISE VP

From 1985 to 1990, Pombonyo was Managing Director of Product Development at NYFE, where he was instrumental in the design and launch of several unique trading vehicles. And from 1980 to 1985, he was Director of Financial Surveillance at the New York Futures Clearing Corporation.

Before then, Pombonyo was Assistant Vice President at the Coffee, Sugar & Cocoa Exchange from 1977 to 1980 and with the National Association of Securities Dealers earlier.

A resident of Uniondale, New York, Pombonyo holds an M.B.A. in Corporate Finance from Hofstra University and a B.A. in Economics from C.W. Post College of Long Island University.

Upon approval by the Securities & Exchange Commission, ISE will become the first new registered U.S. securities exchange in 25 years. ISE plans to list options on 600 of the most widely owned and popular stocks.

ISE is located at 110 Wall Street, New York, NY 10005 and can be reached at (212) 269-4914 or, for additional information, visit their web site at [www.iseoptions.com](http://www.iseoptions.com).

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