

## ISE Expands Market Data Offering with Launch of ISE Order Feed

**NEW YORK, May 4, 2010** – The International Securities Exchange (ISE) today announced that it will expand its market data product offering with the introduction of the ISE Order Feed. The ISE Order Feed notifies subscribers when a new order is placed on ISE's order book, and it shows the size of the individual orders that comprise the Best Bid and Offer (BBO) on the exchange.

"We are very excited to launch the ISE Order Feed, which provides subscribers with a real-time snapshot of orders that are not immediately executed at the BBO and hence are resting on ISE's order book. Subscribers will have access to information about the size of the individual orders that comprise ISE's BBO, rather than only aggregated order information," said Jeff Soule, Head of ISE's Market Data business. "The new data feed does not include any quotes, and, therefore, requires less bandwidth and processing overhead than the Options Price Reporting Authority (OPRA) feed. This feature makes the ISE Order Feed an attractive product for those customers that are only interested in order flow information."

The ISE Order Feed is the latest offering in ISE's suite of market data products. Also available are the ISE Depth of Market Feed, ISE TOP Quote Feed, ISE Spread Book Feed, as well as put/call product offerings and historical market data.

For more information about the ISE Order Feed, please visit [www.ise.com/orderfeed](http://www.ise.com/orderfeed). For more information about ISE's suite of market data products, please visit [www.ise.com/marketdata](http://www.ise.com/marketdata).

### ISE Background

The International Securities Exchange (ISE) operates a leading U.S. options exchange and offers options trading on over 2,000 underlying equity, ETF, index, and FX products. As the first all-electronic options exchange in the U.S., ISE transformed the options industry by creating efficient markets through innovative market structure and technology. Regulated by the Securities and Exchange Commission (SEC) and a member-owner of The Options Clearing Corporation (OCC), ISE provides investors with a transparent marketplace for price and liquidity discovery on centrally cleared options products. ISE continues to expand its marketplace through the ongoing development of enhanced trading functionality, new products, and market data services. As a complement to its options business, ISE has expanded its reach into multiple asset classes through strategic investments in financial marketplaces and services that foster technology innovation and market efficiency. Through minority investments, ISE participates in the securities lending and equities markets. ISE also licenses its proprietary Longitude technology for trading in event-driven derivatives markets.

ISE is a wholly owned subsidiary of Eurex, a leading global derivatives exchange. Eurex itself is jointly operated by Deutsche Börse AG (Ticker: DB1) and SIX Swiss Exchange AG. Together, Eurex and ISE are the global market leader in individual equity and equity index derivatives. For more information, visit [www.ise.com](http://www.ise.com).

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