

ISE Receives Four Financial Communications Society Awards for Regulatory Reform Campaign

NEW YORK, May 17, 2010 – The International Securities Exchange (ISE) received four awards at the 16th Annual Financial Communications Society (FCS) Portfolio Awards, a prestigious financial services industry advertising competition.

ISE's 2009 Regulatory Reform ad campaign, "Starting the Conversation for the Future," received bronze awards in the Print, Website, Interactive Media and Campaign categories. Created by INC Design, ISE's regulatory reform campaign appeared in both print and online editions of major financial industry and policy-oriented publications in the spring and summer of 2009.

"We would like to thank the outstanding creative team at INC Design for collaborating with ISE on this important initiative to deliver another award-winning ad campaign," said Bruce Goldberg, Chief Marketing Officer at ISE. "The prestigious FCS Portfolio Awards recognize creative excellence in financial services communications among the most influential organizations in the industry."

ISE's regulatory reform campaign, including its Proposal for Regulatory Reform for the U.S. Financial Markets, can be viewed at www.ise.com/regulatoryreform.

About ISE

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.

About INC Design

Established in 1988, INC Design is a creative image and brand consultancy with an emphasis on corporate and investor communications solutions. Projects include design and project management services for corporate identity branding, annual reports, corporate responsibility/sustainability reports, websites, and marketing collateral programs.

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