



**FOR IMMEDIATE RELEASE**

**ISE TO LIST OPTIONS ON JET BLUE AIRWAYS**

**NEW YORK, October 11, 2002** – ISE said today that Jet Blue Airways Corp.'s (JBLU) options will be available for trading on Monday. Morgan Stanley, the Primary Market Maker in Bin 10, was allocated the new listing.

Jet Blue's options will trade on a March expiration cycle with position and exercise limits of 31,500 contracts.

**ISE Background**

ISE, which pioneered electronic options trading in the U.S., is the third largest of five domestic options exchanges, a position reached within eighteen months of its May 26, 2000 launch. ISE's market share ranking is based on total transacted volume in all listed options, including index options, which ISE does not trade. During the 2002 third quarter, ISE dominated trading in its listed issues, capturing a 27% market share, or average daily volume of 671,531 contracts.

ISE is the only all-electronic U.S. options exchange, the first registered securities exchange approved by the Securities and Exchange Commission since 1973, and the first and only electronic options exchange in the global marketplace to successfully integrate the efficiencies of electronic trading with auction market principles.

ISE, headquartered at 60 Broad Street, New York, lists 517 options classes, whose aggregate volume represents more than 90% of the industry's total equity options volume. For more information about the ISE, its products and its technology, visit [www.iseoptions.com](http://www.iseoptions.com).

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