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**INTERNATIONAL SECURITIES EXCHANGE NAMES
WILLIAM J. KEHOE, CONSULTANT, MARKETING**

NEW YORKISE) has retained William J. Kehoe, 38-year veteran of options trading, as a consultant to its marketing efforts as it gears up to launch options trading in January, 2000.

Kehoe's expert knowledge of the order flow and liquidity providers in the current floor-based options markets will enable the ISE to more precisely meet the needs of its various constituencies, according to Gary Katz, Senior Vice President, Marketing and Business Development.

Kehoe recently retired from Merrill Lynch where he was Vice President and Manager, Options Marketing Group. The Garden City, N.Y. resident was a member of options committees on all U.S. options exchanges including retail advisory committees on both the American Stock Exchange and Chicago Board Options Exchange. He was also a co-founder and former chairman of The Committee on Options Proposals (CO-OP).

"In my 38 years in the business I have yet to see something impact the market the way I see ISE doing," said Kehoe, noting it was an important factor in his coming out of retirement. "ISE," Kehoe continued, "will clearly shift how the business will operate by competitively trading options that were never competitively traded before. And I want to be a part of the evolution."

Prior to Merrill Lynch, Kehoe was President and senior trader at Alvin V. Filer & Co., Inc., specializing in trading over-the-counter (conventional) options that preceded standardized options trading.

(more)

“We are fortunate that Bill’s retirement from Merrill Lynch coincided with the early stages of ISE’s development,” said Richard Pombonyo, Vice President, Marketing.

Kehoe holds an M.B.A. in Finance and Investments from New York University Graduate School of Business (now The Stern School) and a B.B.A. in Accounting from St. John’s University.

ISE will be the world’s first options marketplace combining electronic trading with auction market principles. Upon approval by the Securities and 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 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.

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