

The Archipelago Exchange Establishes Corporate Client Group

*-- Exchange Demonstrates Commitment to Replicating Trade Execution
Successes in Listings and Information Market --*

CHICAGO, December 16, 2003 – The Archipelago ExchangeSM (ArcaEx[®]), the world's first totally open, all-electronic stock exchange, today announced the appointment of a former senior Nasdaq executive and the creation of the Corporate Client Group, a new business unit focusing on exchange listings and information tools.

Joining the new Corporate Client Group is newly appointed Director of Listings Sales Bob Power. Mr. Power joins Archipelago after positions at the NASDAQ and the American Stock Exchange as a senior member of their listings operations. Managing Directors Jenny Drake, Corporate Client Group and Sam Long, Corporate Client Group Sales will head the unit that also includes David Strandberg, Director of Listings and former senior counsel in NASDAQ's Listings group.

“The benefits that ArcaEx offers traders are in many ways similar to those we can offer issuers, said Kevin O'Hara, Chief Administrative Officer and General Counsel of Archipelago. “As such, we are going to sharpen our focus on listings and market information and are creating a team of talented business and sales professionals to direct this effort.”

While at NASDAQ, Mr. Power held various senior positions, most recently as Senior Vice President of the Market Intelligence Desk, a new division he helped launch and changed NASDAQ's approach to sales and customer retention to be more analytical and proactive. Prior to his NASDAQ position, Mr. Power was the Managing Director of Marketing for the American Stock Exchange.

“It is a great opportunity to be working with Archipelago,” said Mr. Power. “I look forward to educating new and existing issuers on the innovations ArcaEx brings to the market place.”

Ms. Drake joins the Corporate Client Group by way of Archipelago's legal/regulatory team. Ms. Drake has been the architect and advocate behind many of Archipelago's strategic and market structure initiatives and has recently directed the development of ArcaVision, Archipelago's Web-based market intelligence tool, which will debut this winter. Drake joined Archipelago from the NASD Economic Research group in 2000.

Mr. Long, former General Manager, Archipelago Europe, joins Archipelago's Corporate Client Group from Archipelago Europe's office. Under Long's stewardship, Archipelago Europe has seen a 50 percent rise in the number of European users of ArcaEx since the beginning of the year. Mr. Long has been affiliated with Archipelago since its inception in 1996.

The three executives join David Strandberg. Strandberg joined Archipelago in December 2001 after having spent time as senior officer in NASDAQ's Listings Qualifications group. Since joining Archipelago, Strandberg has been responsible for ArcaEx's listings efforts, inclusive of reaching out to existing customers and raising initial awareness among the issuer community.

Power will be based in New York, and Long has joined Drake and Strandberg in Chicago.

About Archipelago

Dedicated to openness, transparency and equal access to equity markets, the Archipelago Exchange (ArcaEx) is a dynamic agent of change in the financial services industry. ArcaEx's leading-edge technology, open architecture and unbiased trading platform provide investors with fast, cost-efficient and anonymous market access. On October 25th, 2001, the SEC approved the rules creating ArcaEx. The exchange features a trading system that employs a proprietary algorithm to search for the best execution for each order. ArcaEx is the first totally open, fully electronic stock market to trade in all New York Stock Exchange[®], NASDAQ[®], American Stock Exchange[®] and Pacific Exchange[®] securities. ArcaEx is regulated by the Pacific Exchange. The Archipelago ECN, a precursor to ArcaEx, was one of four original ECNs, formed in December 1996 with Townsend Analytics. For more information about the Archipelago Exchange, please visit www.archipelago.com.

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