

The Archipelago Exchange Wins Chicago Innovation Award

-- Nation's First Totally Open, Fully Electronic Stock Exchange Is Honored As One Of Ten Chicago Area Leaders in Innovation --

CHICAGO, October 8, 2003 -- The Archipelago Exchange (ArcaEx), the world's largest all-electronic stock exchange, is among ten Chicago area organizations announced as winners of the Second Annual Chicago Innovation Awards. ArcaEx is the first totally open, fully electronic U.S. stock exchange, dedicated to bringing greater fairness and transparency to the stock market for all investors.

"The Archipelago Exchange was created to provide investors with a real and distinctive alternative to the status quo." said Jerry Putnam, CEO of the Archipelago Exchange. "By providing a more transparent, equal, fair and consistent market place, everyone can compete on the same level playing field. Our model has been a catalyst for change in way stocks are traded and we are honored to have been recognized as an innovator."

ArcaEx is the first totally open, fully electronic exchange to trade in all New York Stock Exchange, NASDAQ, and American Stock Exchange stocks-- over 8,000 total. ArcaEx provides an open order book that shows all limit orders posted, not just the best bid or offer in its book, to all investors in real-time. If the best price isn't available on ArcaEx, a best execution model is used to seek the best price at competing exchanges and market centers.

The Chicago Innovation Awards judging panel selected ArcaEx from among more than 130 nominations for the 2003 awards. Nominees were judged based on the success of products and services introduced between January 2001 and June 2003 that uniquely satisfied unmet needs in the marketplace. The contest was open to any type of organization with national or divisional headquarters in northern Illinois, northwestern Indiana, southeastern Wisconsin or southwestern Michigan.

"The goals of The Chicago Innovation Awards are to recognize, educate and inspire," said Thomas Kuczmariski, president of Kuczmariski Associates. "The awards bring attention to locally developed innovations that are making an impact on our world. They also inspire other organizations to re-evaluate their commitment to and use of innovation within their companies. Chicago Innovation Award winners show other area companies how to create innovation and bring it to life on a daily basis."

The Archipelago Exchange website can be found at www.archipelago.com.

About The Archipelago Exchange

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, and American Stock 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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