



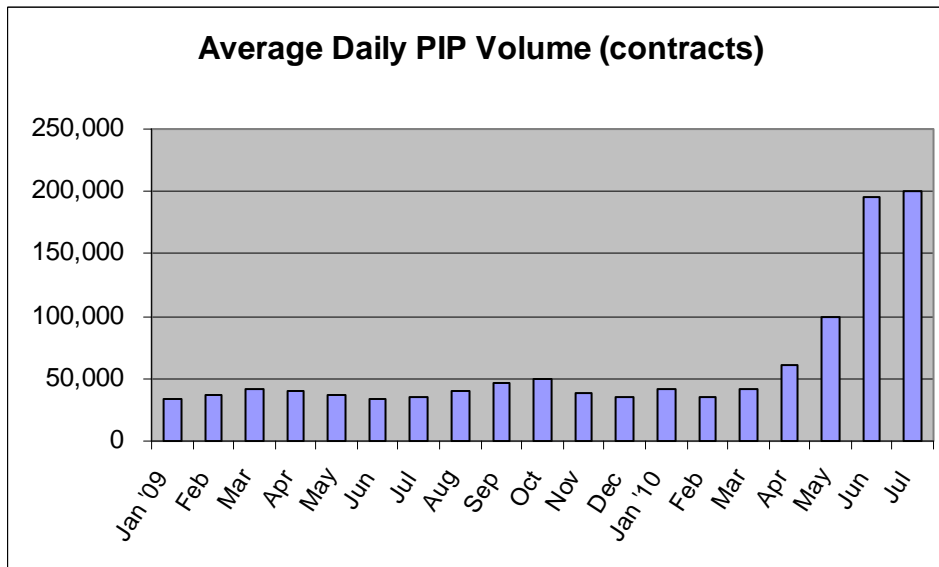
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Price Improved Contracts Continue Impressive Ascent

Boston, August 3, 2010: In the month of July, price improved contracts on BOX soared to an average of 200,244 per day, a five-fold increase over the level registered only five months ago. Price improvement versus the prevailing NBBO for contracts submitted via the Boston Options Exchange's ("BOX") price improvement auction ("PIP*") averaged \$1.15 per contract. Total savings to investors this month were \$4.8M. With this, BOX has saved investors \$291M since its inception in 2004. Average daily trading volume on BOX for the month of July 2010 was 392,361.



* Patent application pending for BOX Price Improvement Process auction