

For Immediate Release

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New "You, the Trader" Campaign Gives an Intimate Look Into the Trader's Day

Island ECN, the largest ECN for Nasdaq securities, launches a new and dramatic advertising campaign this week, targeting the nation's most sophisticated professional traders and offering unique insights into the daily challenges and stresses they face.

"You, the Trader" ads from Island ECN and DiMassimo Brand Advertising vividly portray what keeps a professional trader chained to his desk and the sacrifices he makes to do the best job possible. The entire campaign recognizes Island's role as the leading electronic marketplace for traders -- one that consistently provides some of the most innovative and important products and services to the nation's most demanding traders. As a result, these professional traders have turned Island into "The Trader's Marketplace."

The broadcast component of the multi-media campaign was directed by Tony Scott, director of Hollywood blockbusters like Top Gun, Beverly Hills Cop II, and Spy Game, and is comprised of three 30 second television spots:

- ◆ No Coffee Break - Asks if traders had an extra hand would they use it to finally drink their coffee and then responds, "No. You'd use it to trade more."
- ◆ Ultimate Trading Machine - Asks: "What's the ultimate trading machine?" and answers, "You, the trader."
- ◆ Men's Room - Shows a barren men's room and states. "You don't have time for nature's call."

"The trader has a job analogous to that of an E.R. surgeon -- high stress, high stakes. This is 'Top Gun' sort of stuff," said Mark DiMassimo, CEO and Executive Creative Director of DiMassimo Brand Advertising. "So much rides on their performance, yet the life and work of the trader is rarely seen or celebrated anywhere. Our new spots aim to do just that."

DiMassimo continued, "The foundation for our campaign resulted from extensive research which revealed some of the most minute details of a trader's day. We found, for example, that they average 1.2 bathroom visits per day and that traders were five times more likely to experience a day with no bathroom visits than any other profession. We knew then that we'd found winning concept!"

The research leading to the creative centered on 'constant contact' with a group of 12 professional traders, from a cross-section of demographic backgrounds. The agency hosted group sessions and on-line discussion groups to gather information and feedback. The result was a well-cultivated relationship that enabled DiMassimo Brand Advertising to obtain quick, thorough and frank feedback. It was from information revealed during these sessions from which the creative was developed and the media buy was formulated.

Knowledge of the particulars of these people and profession was a key component to every step of the campaign, including the media-buy. The ads, which break on March 12, 2002, will run in targeted media outlets (i.e. **CNBC**) determined to be the most viewed by the trader community.

Additionally, the television spots will run on national and local early morning and evening news broadcasts airing on **ABC**, **CBS** and **NBC** and on programs such as the **Today Show**, among others.

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The campaign's print counterpart shot by celebrity photographer Christian Whitkin, features full length photos of real-life traders from such firms as Nomura Securities and Credit Lyonnais. The print ads will run in **The Wall Street Journal**, and **Investors' Business Daily**, major trade publications including **Trader Magazine**, **Institutional Investor** and **Barron's**, and on selected trade web-sites.

"Island's success is due to the support and loyalty from the nation's most sophisticated traders. Our new campaign speaks directly to this group and reminds them once again that Island is uniquely positioned to offer them superior service and products," said Andrew Goldman, Island's Executive Vice President for Corporate Communications. ""

On February 25, outdoor teasers were unveiled on bus shelters, phone kiosks and subways in the six zip-codes, in and around Manhattan, where the Island ECN customer-base is located. The print advertisements will be posted throughout the financial district, midtown and financial-areas in Jersey City, NJ.

About DiMassimo Brand Advertising

New York-based DiMassimo Brand Advertising, the only creative agency with a heritage in direct marketing, was founded in 1996 and promises to "move businesses." In addition to helping Island move to the top of their category, the agency's commitment that every communication both sell and build the brand has lead to quantifiable success and growth for such clients as, the most profitable New York City hotel, The Plaza Hotel, the nations leading direct marketer Columbia House, CRUNCH Fitness, Hotwire, Island ECN, the Partnership for a Drug Free America and a new as-of-yet unnamed sports drink for Hampton Mills, among others. Mark DiMassimo, a leader in the branding-arena, appears frequently on national television programs on networks such as ABC, CNN, CNBC and FOX and is a regular contributor to Adweek and Brandweek. For additional information, visit www.dimassimo.com.

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About Island

Island is the technology leader in electronic marketplaces. Using proprietary technology, Island enables market professionals to display and match orders in Nasdaq and Listed securities. Island is the largest ECN for Nasdaq securities,¹ and is the largest single marketplace for the most heavily traded security in the world, QQQ.² For more information visit our website www.island.com.

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¹ Source: www.marketdata.nasdaq.com

² Source: All volume information for the exchanges is provided by Reuters; Island, Instinet, and RediBook information is provided by their designated sites; Archipelago information provided to Island by Archipelago. Data for all marketplaces was gathered between 9:30am to 6:30 pm.