



**ISE Options Exchange**

<b>Market Information Circular</b>			
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**Subject: Instant Messaging**

The purpose of this Market Information Circular (MIC) is to announce an enhancement to the ISE's ongoing customer service initiative, Instant Messaging Communication (IM). The ISE has developed new software that will allow us to mass communicate all issues that affect our members via IM.

The software is called "ISEAlerts" and it will replace our current product, ISELine. ISEAlerts will be used for both routine and critical communications.

ISE Market Operations will use ISEAlerts to communicate messages to member's IM accounts. If follow up questions are necessary, ISE members can simply reply to the IM broadcast and they will be locked into a one on one conversation with a member of the ISE Market Operations Staff.

ISEAlerts will support the most popular software applications currently offered, including those provided by America Online (AIM), Yahoo and MSN.

We ask that members with IM capability send both their proper name and IM address to [helpdesk@ise.com](mailto:helpdesk@ise.com) in order to take advantage of this service.