



Longitude Expands Relationship with Hong Kong Jockey Club Calculates Merged Pool on 24-horse field Melbourne Cup and First-Ever Winning Region Composite Win

New York, November 19, 2015 - Longitude LLC, the inventor and distributor of the Longitude Enhanced Pari-Mutuel System™, today announced two recent milestones in its role as software licensing partner to the Hong Kong Jockey Club (HKJC). The Longitude Enhanced Pari-Mutuel System deployed at the HKJC has calculated the Quartet and First Four merged pool on the largest field to date, the historic 24-horse Melbourne Cup. Additionally, Longitude calculated the first-ever Winning Region Composite Win bet into the HKJC's Win pool for the Melbourne Cup. These milestones follow the introduction of the new Composite Win, an alternative way of betting into the Win pool based on pre-determined groupings, by the HKJC on October 25, 2015.

Longitude President and CEO Thomas Ascher said, "The HKJC is now using the Longitude engine at both ends of the spectrum - a 24-horse merged pool of Quartet and First Four for sophisticated fans looking for a challenging wager; and at the same time Composite Win Winning Region for the more leisurely sports fan who would like to support their region in a large field. We are thrilled that Longitude enabled racing fans to see real-time odds on their wagers with more than a quarter-million possible outcomes. It's our honor to serve as the foundation for two more of the Hong Kong Jockey Club's world's firsts."

Richard Cheung, HKJC Executive Director, Customer and Marketing, commented, "As one of the largest racing totes, we have generated many innovative ideas that are welcomed by customers, but we need the technology foundation to deliver these concepts. The mathematical engine powering Longitude is proven in the financial and derivatives trading world, and we have found a way to leverage the engine to realize our ideas such as the Quartet merged pool and Composite Win Pick 1, Winning Region. We are very pleased with the customer response."

Deployed for calculating odds on both horse racing and sports, Longitude allows operators that license its software an unprecedented degree of flexibility. Its technology supports the delivery of new bet types, the combination of existing bet types into merged pools in order to provide superior liquidity, and the highest possible level of integrity and transparency, including the continuous display of odds on all wager types.

About Longitude:

Longitude LLC is the inventor and distributor of the Longitude Enhanced Pari-Mutuel System™, a pool betting technology platform that uses advanced mathematical principles and cutting-edge computing techniques to facilitate innovation. The Longitude Enhanced Pari-Mutuel System enables sports betting and race track operators to offer a wider range of bet types, a richer display of odds data, and bigger pools with more stable odds. By allowing a range of different types of wagers on an individual race or sporting event to be aggregated into merged pools, the Longitude Enhanced Pari-Mutuel System makes more efficient use of existing liquidity. Furthermore, the technology can generate additional liquidity by allowing new bet types to be launched directly into existing pools. Partners in the industry include the Hong Kong Jockey Club and Sportech.

The globally patented Longitude Enhanced Pari-Mutuel System has its roots in the financial markets, where it has been used for the pricing and settlement of markets on a range of financial and naturally occurring events, such as credit, economic statistics, and weather.

Longitude LLC and Longitude SA are wholly-owned subsidiaries of International Securities Exchange Holdings, Inc. Longitude SA is the exclusive licensee of the intellectual property rights for the Longitude technology. Longitude LLC is the sales and marketing agent of Longitude SA. For more information, please visit www.longitude.com.

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