



FOR IMMEDIATE RELEASE

OptionsCity™ Now A Certified CFE Vendor; OptionsCity Metro Trading Platform Offers Users Trading and Market Making Capabilities on the CBOE Futures Exchange (CFE)

CHICAGO, October 16, 2008 – The CBOE Futures Exchange (CFE) and OptionsCity, a Chicago-based independent trading software vendor, today announced that OptionsCity has completed the vendor certification process for the CBOE Futures Exchange and is now approved to provide its customers that are CFE Trading Privilege Holders with connectivity to CFE. Users who connect to CFE via the OptionsCity Metro trading platform will possess both trading and market making capabilities at the exchange. More specifically, the platform will enable users to route orders and/or stream quotes electronically into CFE's marketplace.

"I am impressed with the functionality of the OptionsCity Metro trading platform. OptionsCity is a vendor that understands our markets and has developed a trading platform capable of meeting the specific needs of our traders. We are pleased to welcome them to the CFE community and look forward to working together," said Andrew Lowenthal, Managing Director, CBOE Futures Exchange.

"We are proud to be a certified vendor on the CBOE Futures Exchange. Andy and I are excited about building a strong relationship between OptionsCity and the CFE," said Hazem Dawani, CEO of OptionsCity.

OptionsCity Metro is a fully configurable electronic trading platform that creates a distinctive edge by enabling traders to have full control over their trading and risk management. This state-of-the-art trading solution utilizes the latest developments in technology to present a user-friendly, highly flexible, and powerful trading solution. It encourages dynamic quoting, scales well, and places performance at its core. Designed with traders in mind, OptionsCity Metro offers a configurable solution which caters to traders' changing needs and empowers users to trade simply and efficiently using the innovative tools it provides.

CFE becomes the fifth exchange to acknowledge OptionsCity as a certified ISV (Independent Software Vendor), joining the Chicago Board Options Exchange (CBOE), Chicago Board of Trade (CBOT), Chicago Mercantile Exchange (CME) and New York Mercantile Exchange (NYMEX).

About OptionsCity™ Software, Inc.

OptionsCity™ was founded in October 2006 with its headquarters in the financial district of Chicago. The company's main product is a real-time electronic trading platform for options traders who make markets, maintain liquidity and trade on the worlds leading derivative markets. The OptionsCity™ solution solves current issues and adds new distinctive features, including creative ways of organizing and displaying data, advanced opportunity identification, increased safety and risk management, strategy automation, and revolutionized communication between traders. To find out more about OptionsCity Metro, call (312) 635-1750 or e-mail the firm at info@optionscity.com.

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About CBOE Futures Exchange (CFE)

CFE, launched in March 2004, is a wholly owned subsidiary of Chicago Board Options Exchange, Incorporated, offering an all-electronic, open-access market model, with traders providing liquidity and making markets. CFE trades are cleared by the triple-A-rated Options Clearing Corporation (OCC). CBOE Futures Exchange is regulated by the Commodity Futures Trading Commission (CFTC).

CFE currently offers futures on seven different contracts, including: the CBOE Volatility Index (VIX), CBOE DJIA Volatility Index (VXD), CBOE Nasdaq-100 Volatility Index (VXN), CBOE Russell 2000 Volatility Index (RVX), CBOE S&P 500 3-Month and 12-Month Variance (VT and VA, respectively), and the CBOE S&P 500 BuyWrite Index (BXM). More information on CFE and its products, including contract specifications, can be found at: www.cboe.com/CFE.

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In connection with the proposed restructuring transaction, CBOE Holdings, Inc. ("CBOE Holdings") has filed certain relevant materials with the United States Securities and Exchange Commission (SEC), including a registration statement on Form S-4. Members are encouraged to read the registration statement, including the proxy statement/prospectus that are a part of the registration statement, because it contains important information about the proposed transaction. Members are able to obtain a free copy of the proxy statement/prospectus, as well as the other filings containing information about CBOE Holdings and the Chicago Board Options Exchange, Incorporated ("CBOE"), without charge, at the SEC's Web site, <http://www.sec.gov>, and the companies' website, www.CBOE.com. In addition, CBOE members may obtain free copies of the proxy statement/prospectus and other documents filed by CBOE Holdings or the CBOE from CBOE Holdings by directing a request to the Office of the Secretary, CBOE Holdings, Inc., 400 South LaSalle Street, Chicago, Illinois 60605.

CBOE Holdings, the CBOE and their respective directors, executive officers and other employees may be deemed to be participants in the solicitation of proxies in connection with the proposed transaction. Information about the directors and executive officers of CBOE Holdings and of the CBOE is available in the prospectus/proxy statement.

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