



## **Longitude Crosses US\$1 Billion Threshold**

***Longitude Enhanced Pari-Mutuel System™ calculates  
First US\$1 Billion in customer turnover in under 14 months of operation***

New York, March 19, 2015 - Longitude LLC, the inventor and distributor of the Longitude Enhanced Pari-Mutuel System™, today announced that it had reached the important milestone of US\$1 Billion in customer wagers calculated using the patented Longitude software. Deployed for the calculation of odds on both horse racing and sports, Longitude allows operators that license its software an unprecedented degree of flexibility in the delivery of new bet types, the combination of existing bet types into single pools providing superior liquidity, and the highest possible level of integrity and transparency, including the continuous display of odds on all wager types.

Longitude President and CEO Thomas Ascher commented, "We are honored by the confidence that our business partners have shown in us and thrilled to have crossed the US\$1 Billion mark in the less than 14 months since the initial deployment of the Longitude software." Ascher added, "The Longitude system has proven capable of quickly, efficiently, and accurately calculating odds and dividends in demanding environments, including the world's first merged pool, the Hong Kong Jockey Club's merger of their First Four and Quartet bets."

HKJC Executive Director, Customer and Marketing, Richard C K Cheung said, "We are very pleased with the customer experience and robust liquidity in the Club's world-first merged pools of four place exotics bets facilitated by the Longitude technology. We look forward to building on our partnership with Longitude as a platform for innovation and continued customer experience enhancements."

### **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](http://www.longitude.com).

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