

SuperDerivatives'

David Gershon takes his place among the leaders of the eFinance Revolution

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David Gershon, President and Chief Executive of SuperDerivatives®, the benchmark system for options and the leading provider of option pricing, trading and risk management systems, has once again been named as one of the leading figures in eFinance by Institutional Investor Magazine.

Institutional Investor writes: "Six years after the great dot-com bubble burst, online finance is electric. Internet technology and automation continue to transform virtually every corner of financial services, from retail banking to securities brokerage to portfolio management. More bills are paid, companies researched, risks hedged and stocks traded online today than ever."

The survey, the "Online Finance 40" ranks the most influential leaders in eFinance. Gershon was ranked 31 by the magazine in this year's poll, a rise of five places from 2005.



"The vision of SuperDerivatives has always been to bring maximum transparency in option pricing on all types to the financial markets. In our generation, the fastest way to achieve transparency is by making use of the internet. Since its launch, SuperDerivatives has been at the forefront of this in the world of options. I am honored that this has been recognized again by Institutional Investor," says Gershon.

"The ranking reflects the fact that SuperDerivatives has had a huge impact since we launched our first pricing system in 2001. Now that we have made accurate option pricing on all asset classes available to anyone, options have rapidly become mainstream financial instruments. That benefits everyone with any type of financial risk," Gershon adds.

SuperDerivatives' products are used by numerous companies from both the buy and sell side. Its pricing platforms for options are used by almost all the banks around the world that are active in currency options, and numerous corporations and hedge funds, auditors and central banks.