

FCStone Partners with Integral to Launch Comprehensive FX Platform

Integral technology includes state-of-the-art FX retail margin trading solution

CHICAGO, July 15, 2010 - FCStone Forex LLC, ("FCStone") a wholly owned subsidiary of FCStone Group, Inc. (www.intlassets.com), today announced that it had partnered with Integral Development Corp. (www.integral.com), a leading provider of FX trading solutions and services, on a number of initiatives to launch FCStone's next-generation FX Platform. The comprehensive FX liquidity aggregation solution provided by Integral addresses the business needs of the broker, and of its retail, institutional and algorithmic trading clients. FCStone is also offering prime brokerage services to participants on Integral's FX Grid®. FCStone Group is a wholly owned subsidiary of International Assets Holding Corporation (INTL) (Nasdaq: IAAC.)

"We have chosen Integral to support our focus on expanding our business, improving operational efficiency, managing risk and controlling cost," said Edgar Ramon, Global Head of FX, FCStone. "Integral's highly-developed technology spans all the key areas required, and as on demand services, offers the inherent flexibility and rapid deployment of that delivery model."

FCStone is using Integral's FX liquidity aggregation services to offer its clients the richest possible inter-bank liquidity through a number of trading venues including a robust API, MetaTrader 4, and Integral's own retail margin trading solution FX Power Trader™. FCStone also selected Integral's multi-sided trading platform FX Grid to become the backbone of StoneX. StoneX is a next-generation FX platform that provides brokers with a modular suite of products ("building blocks") designed to enable any brokerage firm to quickly launch and easily maintain a world-class FX brokerage service.

"Integral is proud to be working with FCStone on what is essentially the implementation of a superior risk management and execution strategy for FCStone's entire FX business," said Harpal Sandhu, CEO, Integral Development Corp. "To that end we are connecting with and improving on their business processes as they relate to their FX strategy, including providing the operational infrastructure for FCStone's no dealing desk operations."

A unique feature of FCStone's next-generation FX platform is the ability for customers to see a complete list of market makers with their associated price streams. This option gives them full visibility and transparency of the liquidity FCStone will provide to them. As a result, customers are empowered to enter into direct discussions with liquidity providers and negotiate liquidity streams that more closely fit their particular trading patterns.

FX Power Trader, Integral's White Label retail margin trading solution is a complete, managed service, retail FX trading system including advanced trading application, online demo system, partner marketing support, and 24X7 service. FX Power Trader allows a broker to rapidly deliver a powerful eFX retail solution with that broker's brand supporting his business model and meeting the needs of its clients.

FX Inside Professional™ is an institutional-level Execution Management System (EMS) which aggregates and ranks prices from FCStone's liquidity providers, giving its customers unmatched depth of liquidity and best execution. FX Inside Professional eliminates the need for viewing multiple FX applications on multiple screens by consolidating them into a single interface. FX Inside Professional's algorithmic capabilities support executing large trades across multiple liquidity providers with minimal slippage.

The FX Inside API™ is a set of application programming interfaces for accessing liquidity directly from FX Grid. The APIs are used by institutional takers for direct market access to multiple liquidity providers' price streams. The APIs can also be offered by brokers to their clients for access to the broker's price streams. The FX Inside API can be used to integrate proprietary electronic and algorithmic client/server, browser based, and mobile application trading systems. The FIX protocol, as well as Java and C++ interfaces, are supported. All these solutions are delivered on demand on FX Grid, a global inter-institutional connectivity and trading network, linking market making banks to FX market participants.

About International Assets Holding Corporation

International Assets Holding Corporation (INTL) provides execution and advisory services in commodities, currencies and international securities. INTL's businesses, which include the commodities advisory and transaction execution firm FCStone Group, serve more than 10,000 commercial customers in more than 100 countries through a network of offices in eleven countries around the world. Further information on INTL is available at www.intlassets.com.

About Integral

Integral develops and operates FX Grid, a global Multi-sided Trading Facility (MTF) connecting active market participants with all major sources of FX liquidity. Together with FX Inside, its real-time Execution Management System (EMS), Integral's products represent the intersection of direct market access and algorithmic trading in the foreign exchange markets. Founded in 1993, Integral maintains development, support, and sales offices in Silicon Valley, Chicago, New York, London, Hong Kong, Tokyo, Singapore and Bangalore. Investors include Accel Partners, Adams Street Partners, Hudson Ventures, Ignite Group, Mizuho Capital and Mitsubishi UFJ Capital. For more information, visit www.integral.com.

Forward Looking Statements

This press release includes forward-looking statements including statements regarding the combined company. All statements other than statements of current or historical fact contained in this press release are forward-looking statements. The words "believe," "expect," "anticipate," "should," "plan," "will," "may," "could," "intend," "estimate," "predict," "potential," "continue" or the negative of these terms and similar expressions, as they relate to International Assets Holding Corporation, are intended to identify forward-looking statements.

These forward-looking statements are based largely on current expectations and projections about future events and financial trends that may affect the financial condition, results of operations, business strategy and financial needs of the combined company. They can be affected by inaccurate assumptions, including the risks, uncertainties and assumptions described in the filings made by International Assets with the Securities and Exchange Commission. In light of these risks, uncertainties and assumptions, the forward-looking statements in this press release may not occur and actual results could differ materially from those anticipated or implied in the forward-looking statements. When you consider these forward-looking statements, you should keep in mind these risk factors and other cautionary statements in this press release.

These forward-looking statements speak only as of the date of this press release. International Assets undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Accordingly, readers are cautioned not to place undue reliance on these forward-looking statements.