

October 7, 2010

International Assets Holding Corporation Appoints Frank Kelton VP, FCStone Canada ULC.

NEW YORK, Oct. 7, 2010 - International Assets Holding Corporation (INTL) (Nasdaq:IAAC) today announced the appointment of Frank Kelton as Vice President/Risk Management Consultant for FCStone Canada ULC, a wholly owned subsidiary of INTL.

Mr. Kelton has more than 25 years of energy commodities experience in Canada and the U.S., and has held senior marketing and trading positions with energy brokerage, producer, pipeline and local distribution companies in Canada. Mr. Kelton's appointment coincides with the opening of a new Calgary office, which will provide not only risk management services, but also, through their affiliate INTL Hanley, LLC., financially settled OTC energy products to oil and gas producers, operators, refiners, and end-users.

Pete Anderson, President of INTL, said "I am delighted to have Frank join the firm. He brings to his new position a level of experience and knowledge that will serve our Canadian customers well."

Frank Kelton added, "I am looking forward to taking up my new role. INTL's focus on their customers, experience and scope of services it provides will make it a valuable partner in the Canadian markets."

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.

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 Holding Corporation 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 Holding Corporation 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.

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