

January 12, 2011

International Assets Holding Corporation Names Robert Chesler as VP and Head of Its Food Service Division

NEW YORK, Jan. 12, 2011 (GLOBE NEWSWIRE) -- International Assets Holding Corporation (INTL) (Nasdaq:INTL) today announced that it has named Robert Chesler as Vice President and head of its Food Service Division. Chesler replaces Tom Gaughan, who will continue to serve INTL FCStone in a consulting capacity, advising the firm and the Food Service Division on strategic initiatives, client relationships and business development.

Chesler has served as an account executive, broker and market analyst for more than six years since joining Downes-O'Neill, a part of INTL FCStone's Food Service Division. Prior to his tenure with Downes-O'Neill, Chesler was an independent trader in the financial markets, where he used his academic experience in political science and psychology to evaluate the markets and anticipate market moves.

Pete Anderson, President of INTL, said, "Rob's expertise and his insight into the emerging global economy, governmental actions and investor psychology provides our food industry customers with a unique perspective on mitigating risk of price fluctuations in meats and livestock, milk, cheese, butter, vegetable oils, grains and oilseeds, sugar, coffee and cocoa."

Anderson added, "We are very gratified that Tom has agreed to continue serving INTL FCStone in a consulting role. His expertise and dedication has been absolutely invaluable in bringing our dairy brokerage business to the forefront of the industry, and in expanding our footprint to international markets."

Chesler added, "INTL FCStone has gathered together a tremendous array of resources for our customers. I am looking forward to taking on my new role and introducing these resources to food industry participants worldwide."

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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