



## NASDAQ OMX Corporate Solutions Debuts Social Media and Investor Products at NIRI Conference

### Social Media Aggregator SocialStream and Investor-Outreach Resource QTarget Now Available to Public Companies

NEW YORK, June 13, 2011 (GLOBE NEWSWIRE) -- The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) today announced the addition of two unique, timely products to the [Corporate Solutions](#) suite of services: **SocialStream** and **QTarget (sm)**. SocialStream, the first social media aggregator for corporate websites, and QTarget, a robust investor-outreach tool, debuted today at the annual National Investor Relations Institute (NIRI) Conference in Orlando, Florida.

SocialStream provides investor relations, corporate communications and marketing professionals with the ability to control and aggregate all outbound corporate messaging — including social media feeds, third party content, video and press room materials — into one, comprehensive location. Through SocialStream, companies are able to more successfully create, manage and present a cohesive corporate message through their public-facing website.

QTarget is an investor-focused resource and the latest enhancement to NASDAQ's [Corporate Intelligence](#) platform. Developed to better assist companies in prioritizing their investor outreach efforts, QTarget is the only product on the market with an online module featuring a qualitative investor assessment. Providing unique insight into investor preferences and behavior, QTarget enables companies to make superior communications, investor relations and corporate strategy decisions.

"Today's generation of investor relations and communications professionals need relevant, competitive resources to allow them to successfully — and proactively — navigate the ever-changing corporate landscape," said Demetrios Skalkotos, Senior Vice President, NASDAQ OMX [Corporate Solutions](#). "At NASDAQ OMX, we have consistently brought the most innovative, timely industry tools to the forefront of market intelligence. QTarget and SocialStream provide companies with a distinct opportunity to engage shareholders, consumers and investors in a more focused and successful capacity."

NASDAQ OMX executives will be demonstrating SocialStream and QTarget at the NIRI Conference June 12 — 15th. Additionally, NASDAQ OMX executives will showcase a range of NASDAQ OMX Corporate Solution's top-tier products and services, including:

- **GlobeNewswire's DIY** service, a robust alternative to traditional editorial press release preparation and distribution.
- **Interactive Media Solutions' Live Video** service, a way for companies to go beyond traditional means of communication and bring their management team and key stakeholders to life.

For additional information on NASDAQ's [Corporate Solutions](#) products and services, please visit [www.nasdaqomx.com/corporatesolutions](http://www.nasdaqomx.com/corporatesolutions).

### About NASDAQ OMX

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with approximately 3,600 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. \*Please follow [NASDAQ OMX on Facebook](#) (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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