



## **NASDAQ OMX Welcomes Leading Fashion Retailer Forever 21 as a Corporate Solutions Client**

### **NASDAQ OMX Corporate Solutions Engaged to Build New, Dynamic, Newsroom for Forever 21**

SAN FRANCISCO, Oct. 4, 2012 (GLOBE NEWSWIRE) -- NASDAQ OMX today welcomed privately-held fashion retailer, Forever 21, as a Corporate Solutions client within the Communications Suite division. The fast-growing brand has engaged NASDAQ OMX Corporate Solutions to design and build a new corporate newsroom, providing a dynamic hub of information and multimedia for its key stakeholders.

Forever 21, which helped pioneer fast fashion, was founded in 1984 and operates over 500 stores globally. The company's new newsroom will feature fresh product photos and multimedia on a weekly basis and increase the brand's visibility and reach across its key audiences. The new newsroom will also facilitate social media sharing and engagement, allowing the brand's designs and news to reach new audiences and further cultivate its presence globally.

*"We are excited to partner with NASDAQ OMX to create a newsroom which will house our product images, corporate and fashion news, and key brand information. The newsroom will serve as an exciting new platform to communicate our brand message and increase our presence worldwide," said Global Marketing Director, Linda Chang.*

Demetrios Skalkotos, Senior Vice President, NASDAQ OMX Corporate Solutions commented: "Savvy brands understand the value of having a dynamic, social-media enabled newsroom, and of strategically partnering with experts in the field to realize this. The best newsrooms today bring together diverse communities such as journalists, bloggers, customers, and investors to find the news and information they each need. We're delighted Forever 21 has chosen to work with Corporate Solutions on this project, and look forward to making their ideas and vision a reality."

-NDAQG-

*NASDAQ OMX Corporate Solutions has built best-in-class newsrooms for over 100 of the world's largest public and privately-held companies, two of which were recently nominated at the prestigious Digital Corporate Impact Awards. Corporate Solutions works in partnership with each client on the newsroom's design and build, ensuring a unique, on-brand, and multimedia experience for visitors to each client's site. For more information about Corporate Solutions, please visit:*  
<http://nasdaqomx.com/services/corporatesolutions/>

#### **About NASDAQ OMX:**

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 24 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.999% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$6.2 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit [www.nasdaqomx.com](http://www.nasdaqomx.com). Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

#### **About FOREVER 21, INC.:**

FOREVER 21, INC., headquartered in Los Angeles, California, is a specialty retailer of women's and men's clothing and accessories. Known for offering the hottest and most current fashion trends, at a great value to consumers, Forever 21 is a model for fast fashion. This model operates by keeping the store exciting with new merchandise brought in daily. The retailer operates over 500 stores in the United States, with international operations in Canada, Europe, United Kingdom, Japan, Korea, Philippines, Israel, China and Hong Kong. For more information please visit: [www.forever21.com](http://www.forever21.com).

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