



NASDAQ OMX welcomes Deltaco to First North

Stockholm, April 19, 2011 - The NASDAQ OMX Group, Inc. (NASDAQ: NDAQ), announces that the trading in Deltaco AB (short name: DELT) shares will commence today, April 19, on First North at NASDAQ OMX Stockholm. Deltaco belongs to the Information Technology sector.

Deltaco is a leading distributor and provider of IT products in the Nordics. The business model is based on offering a wide and attractive range of computer accessories, network products and multimedia products, with short delivery times and competitive prices.

Deltaco's CEO, Siamak Alian, commented, "The listing of Deltaco at First North will improve our opportunities to grow and expand our Nordic operations. Moreover, as a listed company we are able to leverage increased investor visibility and awareness in order to continue to develop our brand."

Jenny Rosberg, Senior Vice President at NASDAQ OMX said, "We welcome Deltaco to First North where they will make a great addition to our technology sector. We continue to see a strong inflow of companies to First North, further strengthening our position as one of Europe's leading growth markets."

Deltaco AB has appointed Remium AB as Certified Adviser.

About First North

First North is a regulated multilateral trading facility, operated by the different exchanges within NASDAQ OMX Nordic. It does not have the legal status as an EU regulated market. Companies at First North are subject to the rules of First North and not the legal requirements for admission to trading on regulated market. The risk in such an investment may be higher than on the main market.

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/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about NASDAQ OMX's products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond NASDAQ OMX's control. These factors include, but are not limited to factors detailed in NASDAQ OMX's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.

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