



## NASDAQ OMX welcomes Empire AB to First North Premier

**Stockholm, May 2, 2011** - The NASDAQ OMX Group, Inc. (NASDAQ: NDAQ), announces that the trading in Empire AB (short name: EMP B) shares will commence today, May 2nd, on the First North Premier segment at NASDAQ OMX Stockholm. Companies on First North Premier commit to follow the disclosure rules of NASDAQ OMX Nordic main markets, and to apply International Financial Reporting Standards (IFRS) for accounting and financial reports.

Empire AB is a Sweden-based company engaged in the distribution and marketing within the home and household products sector. Its product portfolio includes beverage machines, household products and hair care products. Empire offers products under such brands as Soda Stream, C3, BaByliss and Cuisinart. The company has subsidiaries in Sweden, Norway, Finland, Denmark and the Baltics.

Per Björkman, CEO at Empire commented: "With household brands in our portfolio such as SodaStream and BaByliss, we have a strong foundation for growth in the Nordic and Baltic regions. Our listing on First North Premier will allow us to gain better investor and brand exposure and should also be seen as a step towards the main market at NASDAQ OMX Stockholm".

Jenny Rosberg, Senior Vice President, NASDAQ OMX said: "We are pleased that Empire chose to list at First North, thus joining one of Europe's most liquid growth markets. We have had a strong inflow of new companies to First North so far this year, and welcome more companies to take advantage of the visibility and reach we can offer"

Empire belongs to the Industrials sector and is the 29th company to qualify for the First North Premier segment, and the 8th company to move its listing from Aktietorget to First North. Empire 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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