



NASDAQ Welcomes Bloomin' Brands, Inc. (BLMN) to the NASDAQ Global Select Market

NEW YORK, Aug. 8, 2012 (GLOBE NEWSWIRE) -- The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) announced today that the trading of Bloomin' Brands, Inc. (Nasdaq:BLMN) commenced on The NASDAQ Stock Market on August 8, 2012. Bloomin' Brands, a global leader in casual dining, is listed on the NASDAQ Global Select Market under the ticker symbol BLMN.

"Bloomin' Brands is one of the largest casual dining restaurant companies in the world," said Bob McCooley, Senior Vice President, NASDAQ OMX Corporate Client Group. "We are excited to welcome Bloomin' Brands to the NASDAQ family, which is home to more restaurant companies than any other U.S. exchange."

Bloomin' Brands, Inc. is an international restaurant company that provides a variety of differentiated restaurant concepts focusing on the casual dining sector. Bloomin' Brands owns and operates over 1,400 restaurants across 48 states and 20 countries and territories. Their five founder-inspired restaurants include Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse and Wine Bar and Roy's. Outback Steakhouse holds the #1 U.S. market position, and Carrabba's and Bonefish Grill hold the #2 U.S. market position in their respective full-service restaurant categories. Fleming's is the fourth largest fine dining steakhouse brand in the U.S. in 2010.

Since its inception, NASDAQ OMX has been the exchange of choice for restaurant groups, listing 67 percent of public restaurant companies on U.S. exchanges. Bloomin' Brands (Nasdaq:BLMN) joins other leading restaurant groups including recent listings including Del Frisco's Restaurant Group (Nasdaq:DFRG), Ignite Restaurant Group Inc. (Nasdaq:IRG), Dunkin Brands Group Inc. (Nasdaq:DNKN), and The Wendy's Co. (Nasdaq:WEN), which recently switched its exchange listing to The NASDAQ Stock Market.

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 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. Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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