



National Football Foundation & College Hall of Fame, Inc President & CEO to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, May 16, 2011 (GLOBE NEWSWIRE) --

What:

National Football Foundation & College Hall of Fame, Inc will visit the NASDAQ MarketSite in New York City's Times Square to announce the induction of 14 players and two coaches to the 2011 College Football Hall of Fame class.

In honor of the occasion, Steven J. Hatchell, President & CEO of the NFF, will be joined by three 2011 inductees who will ring the Opening Bell.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Tuesday, May 17th, 2011 — 9:15 a.m. to 9:30 a.m. ET

Contact:

Philip Marwill
(917) 579-4256
pmarwill@footballfoundation.com

NASDAQ MarketSite:
Jen Knapp
(212) 401-8916
Jennifer.knapp@nasdaqomx.com

Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C20, downlink frequency 4100 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jen Knapp at (212) 401-8916.

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at:
<http://www.nasdaq.com/about/marketsitetowervideo.aspx> or <http://social.nasdaqomx.com>.

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to
http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About National Football Foundation & College Hall of Fame, Inc:

Founded in 1947 with early leadership from General Douglas MacArthur, legendary Army coach Earl "Red" Blaik and immortal journalist Grantland Rice, The National Football Foundation & College Hall of Fame, a non-profit educational organization, runs programs designed to use the power of amateur football in developing scholarship, citizenship and athletic achievement in young people. With 121 chapters and 12,000 members nationwide, NFF programs include the College Football Hall of Fame, Play It Smart, the NFF Hampshire Honor Society, the NFF National Scholar-Athlete Alumni Association, the NFF Gridiron Clubs of New York City, Dallas, and Los Angeles, and annual scholarships of more than \$1.3 million for college and high school scholar-athletes. The NFF presents the MacArthur Bowl, the Campbell Trophy, endowed by HealthSouth, and releases the Bowl Championship Series (BCS) Standings. Learn more at www.footballfoundation.org.

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 more than 3,500 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](https://www.facebook.com/NASDAQ-OMX/108167527653) ([http://www.facebook.com/pages/NASDAQ-OMX/108167527653](https://www.facebook.com/NASDAQ-OMX/108167527653)) and Twitter (<http://www.twitter.com/nasdaqomx>).

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