



## Discovery Communications and Animal Planet's Puppy Bowl IX to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Jan. 30, 2013 (GLOBE NEWSWIRE) --

### What:

Discovery Communications and Animal Planet's *Puppy Bowl IX*, airing on Sunday, February 3<sup>rd</sup> at 3:00PM (ET/PT), will visit the NASDAQ MarketSite in Times Square.

In honor of the occasion, **Marjorie Kaplan, President and General Manager of Animal Planet** will ring the Opening Bell with furry guests.

### Where:

NASDAQ MarketSite — 4 Times Square — 43<sup>rd</sup> & Broadway — Broadcast Studio

### When:

Thursday, January 31, 2013 — 9:15 a.m. to 9:30 a.m. ET

### Animal Planet Contact:

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### Feed Information:

\*As of January 7, 2013 the Ceremony feeds will be in HD 1080i.

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West  
18 mhz Lower  
DL 3811 Vertical  
FEC 3/4  
SR 13.235  
DR 18.295411  
MOD 4:2:0  
DVBS QPSK

### 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/NASDAQ>.

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/marketsitewideo.asx>.

#### **Photos:**

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

#### **About Discovery Communications:**

Discovery Communications (Nasdaq:DISCA) (Nasdaq:DISCB) (Nasdaq:DISCK) is the world's #1 nonfiction media company reaching more than 1.7 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through more than 147 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

#### **About Animal Planet:**

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; [Petfinder.com](http://Petfinder.com), the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

#### **About *Puppy Bowl IX*:**

**PUPPY BOWL** is back for its ninth consecutive year with an all-star, all-adorable cast that's itching to play in a winning combination of terrier tackles, canine touchdowns, puppy penalties and fido first downs. Featuring fan favorites including the water bowl cam, kiss cam and an aerial view of the field provided by a blimp and its hamster pilots, this year's big game marks the return of [@MeepTheBird](#) who will tweet all the latest updates and puppy drama from inside the stadium on game day. Furry puppy players in need of a cool down will bask in the crystal clear waters of a special puppy hot tub, and, in a game-day first, a lovable lineup of hedgehogs will occupy the sidelines of the grand gridiron and will cheer with delight for their favorite pups.

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

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 23 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 99.99+% 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](http://www.nasdaqomx.com). Follow us on Facebook ([www.facebook.com/NASDAQ](http://www.facebook.com/NASDAQ)) and Twitter ([www.twitter.com/nasdaqomx](http://www.twitter.com/nasdaqomx)). (Symbol: NDAQ and member of S&P 500)

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Source: The NASDAQ OMX Group, Inc.

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