



## **NASDAQ is the First U.S. Stock Exchange to Facilitate Free, Universal Access to Real-time Stock Data**

### **CNBC, Google, The Wall Street Journal Digital Network, Xignite to Deliver New Service**

NEW YORK, Jun 2, 2008 (PrimeNewswire via COMTEX News Network) -- The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) today announced that The NASDAQ Stock Market (NASDAQ(r)) has launched a new service that places free real-time market data in the hands of millions of individual investors. With "NASDAQ Last Sale," NASDAQ becomes the first U.S. stock exchange to facilitate universal, free access to real-time stock quotes -- or the last quoted price -- together with CNBC, Google, The Wall Street Journal Digital Network and Xignite.

"This is an important, and in many ways, overdue development in the U.S. securities markets," stated Adena Friedman, Executive Vice President, NASDAQ OMX. "With universal access to the Internet and the real-time nature of the web, investors need real time data, and now they don't have to pay for it, thanks to CNBC, Google, The Wall Street Journal Digital Network and Xignite."

"This service underscores CNBC's mission to deliver news and market data that is fast, accurate, actionable and unbiased," said Scott Drake, Vice President, CNBC Digital. "CNBC has always provided its television audience with the best real-time market data. Previously, NASDAQ quotes had been operating under a 15 minute delay on the web. As of today, that is no longer the case. CNBC.com and CNBC mobile users will have access to real-time NASDAQ quotes, no matter what platform they use or where they are in the world."

"Providing real-time market data on Google Finance is an important step forward in delivering useful information to our users that will help them make more informed and timely financial decisions," said Marissa Mayer, Vice President of Search Products and User Experience at Google. "Historically, real-time financial information has been out of reach for most consumers without access to brokerage accounts or subscription fees. We are pleased to be making this information freely available to all of our users on Google Finance, and other Google search properties."

"Our millions of users expect and receive the most insightful news and analysis across business and finance, and now they won't have to wait for 15 or 20 minutes after the market opens to find out how news is affecting their portfolios," said Gordon McLeod, president of The Wall Street Journal Digital Network, which will offer the new service on WSJ.com, MarketWatch.com and Barrons.com. "We're also providing real-time pre- and post-market activity, which will allow us to immediately show, for example, how a company's pre-market earnings announcement is affecting the stock. Offering the best real-time data available is a benefit that will enable even better decisions, both personal and professional."

NASDAQ Last Sale provides real-time data for securities listed on NASDAQ, NYSE and Amex -- including price, volume and time. NASDAQ Last Sale allows investors to make more timely and better informed investment decisions, increases market transparency, lowers trading costs, and provides equal access to the market with the deepest pools of liquidity in the U.S.

NASDAQ OMX is the gold data source for all U.S. equities. NASDAQ OMX executes more volume through its trading system than any other U.S. exchange. NASDAQ Last Sale also includes trade data reported to the FINRA/NASDAQ Trade Reporting Facility\*.

NASDAQ Last Sale also enables firms to create dynamic stock tickers, portfolio trackers and time/price graphs products for public use. Prior to the launch of NASDAQ Last Sale, intra-day data was available without charge on many web sites but on a 15 minute delayed basis.

For more information about NASDAQ OMX's data products, visit <https://data.nasdaq.com/>.

#### **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, and with over 3,900 companies, it is number one in worldwide listings among major markets. NASDAQ OMX Group offers multiple capital raising solutions to companies around the globe, including its U.S. listings market; the OMX Nordic Exchange, including First North; and the 144A PORTAL Market. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and ETFs. NASDAQ OMX Group technology supports the operations of over 60 exchanges, clearing organizations and central securities depositories in more than 50 countries. OMX Nordic Exchange is not a legal entity but describes the common offering from NASDAQ OMX Group exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX,

visit [www.nasdaqomx.com](http://www.nasdaqomx.com).

#### About CNBC and CNBC.com

CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to approximately 400 million homes worldwide, including more than 95 million households in the United States and Canada. The network's Business Day programming (weekdays from 5:00 a.m.-7:00 p.m. ET) is produced at CNBC's headquarters in Englewood Cliffs, N.J., and also includes reports from CNBC news bureaus worldwide. Additionally, CNBC viewers can manage their individual investment portfolios and gain additional in-depth information from on-air reports by accessing [www.cnbc.com](http://www.cnbc.com). Members of the media can receive more information about CNBC and its programming on the NBC Universal Media Village Web site at [nbcumv.com/cnbc/](http://nbcumv.com/cnbc/).

#### About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, please visit [www.google.com](http://www.google.com).

#### About The Wall Street Journal Digital Network

The Wall Street Journal Digital Network comprises business and financial news websites including The Wall Street Journal Online ([www.wsj.com](http://www.wsj.com)), the leading provider of business and financial news and analysis on the web with more than one million subscribers; Barron's Online ([www.barrons.com](http://www.barrons.com)), the site of America's premier financial magazine with 127,000 subscribers; MarketWatch.com, a leading investing and financial news site with 100 journalists in 10 bureaus around the world; and AllThingsD.com, a site devoted to news, analysis and opinion on technology, the Internet and media. Marketers seeking business decision-makers and affluent and influential individuals can reach more than 23 million unduplicated, unique visitors each month across The Wall Street Journal Digital Network.

#### About Xignite

Xignite (pronounced "x-ignite") is the leading provider of on-demand web services for mission-critical financial applications. Xignite offers the broadest suite of financial web services available today with more than 50 commercial-grade solutions covering quotes, news, corporate data, industry information, analytics, tools and more. As a pioneer in the field of business services available "in the cloud", Xignite's comprehensive platform brought the on-demand model popularized by Salesforce.com to the financial market data industry. Xignite fulfills more than 1 billion service requests per month, powering web sites, corporate portals, portfolio management systems, analytical engines and more. Xignite serves more than 450 global clients, including Wells Fargo, Citi, GE Commercial Finance, Cowen & Company, Skandia, ING, Marsh & McLennan, Starbucks, and Wendy's. For more information, please visit Xignite at [www.xignite.com](http://www.xignite.com) or call 1-866-XML-SOAP.

#### 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 Last Sale and NASDAQ OMX Group's other 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 Group's control. These factors include, but are not limited to factors detailed in NASDAQ OMX Group'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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#### NDAQG

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