



Smile Train to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Oct. 4, 2012 (GLOBE NEWSWIRE) --

What:

Smile Train, the world's largest cleft lip and palate charity, will visit the NASDAQ MarketSite in Times Square in celebration of World Smile Day.

In honor of the occasion, **Priscilla Ma, Executive Director** will ring the Opening Bell.

Where:

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

When:

Friday, October 5th, 2012 — 9:15 a.m. to 9:30 a.m. ET

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Feed Information:

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 OpeningBell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.asx>.

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 Smile Train:

Our mission is to provide a child born with a cleft the same opportunities in life as a child born without a cleft. We provide free cleft surgery and comprehensive care to hundreds of thousands of poor children in developing countries and train doctors and medical professionals in over 80 countries.

Unlike many charities that do many different things, Smile Train's mission is focused on solving a single problem: cleft lip and palate.

Clefts are a major problem in developing countries where more than a million children are suffering with unrepaired clefts. Most cannot eat or speak properly. Aren't allowed to attend school or hold a job. And face very difficult lives filled with shame and isolation, pain and heartache. Their clefts usually go untreated because they are poor - too poor to pay for a simple surgery that has been around for decades.

We want our mission to be yours.

About World Smile Day:

World Smile Day was created by Harvey Ball who believed that everyone should devote one day each year to smiles and acts of compassion throughout the world.

Ball, who created the smiley face logo in 1963, created World Smile Day to revitalize the original meaning of his logo: a symbol of generosity.

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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Source: The NASDAQ OMX Group, Inc.

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