



NASDAQ MarketSite Studio To Become CNN Epicenter for Election Day Coverage

New York, N.Y. — The NASDAQ Stock Market, Inc. ("NASDAQ®"; OTCBB: NDAQ) today announced that CNN will headquarter its coverage of the 2004 election at the NASDAQ MarketSite located in the heart of Times Square. The NASDAQ MarketSite will serve as CNN's election-night headquarters.

The NASDAQ MarketSite broadcast studio will be transformed into CNN's political backdrop illustrating real-time voting statistics. CNN will use the MarketSite as its central location for providing live updates on the results from the polls throughout the election. The election night coverage will be displayed on the MarketSite studio video wall and will be sorted by candidate and state. The NASDAQ Tower, one of the largest stationary video screens in the world, will project the coverage live in Times Square.

"Setting up our election night headquarters at the NASDAQ puts us in the middle of perhaps the best place in the country to display numbers, data and information," said David Bohrman, CNN's Washington Bureau chief, who will produce the network's election-night coverage. "We will be able to show our viewers more results about more races than ever before."

"The NASDAQ MarketSite facility is recognized by many as an icon in the heart of Times Square that embodies growth, technology, and innovation, which are the hallmarks of our market. We are pleased that a leading news organization such as CNN is leveraging our broadcast studio, video wall, and Tower for such an important occasion," commented Maribel A. O'Brien, Vice President, NASDAQ MarketSite.

NASDAQ's MarketSite studio in Times Square is a state-of-the-art broadcast facility that provides a dynamic backdrop for Listed Companies to celebrate the daily Market Open, IPO ceremonies and for business reporters to conduct market reports on developments within our marketplace. The NASDAQ video wall in the studio has a split-level design and is comprised of 96 high-resolution multimedia screens utilized to illustrate stock movements and performance graphs. The MarketSite is the home of multiple news outlets that report live up-to-the-minute financial information on a daily basis.

For this event, NASDAQ broadcast professionals, technicians, and wall operators will be supporting the CNN staff onsite. In addition to its daily broadcast capabilities, the NASDAQ MarketSite is often utilized for specific broadcast events such as the Jerry Lewis Telethon and the CBS broadcast of The Thanksgiving Day Parade and is reserved by companies for special events.

CNN, a division of Turner Broadcasting System, Inc., a Time Warner Company, is one of the world's most respected and trusted sources for news and information. Its reach extends to 15 cable and satellite television networks; two private place-based networks; two radio networks; wireless devices around the world; six Web sites, including CNN.com, the first major news and information Web site; and CNN Newsource, the world's most extensively syndicated news service.

NASDAQ is the largest U.S. electronic stock market. With approximately 3,300 companies, it lists more companies and, on average, trades more shares per day than any other U.S. market. It is home to companies that are leaders across all areas of business including technology, retail, communications, financial services, transportation, media and biotechnology. NASDAQ is the primary market for trading NASDAQ-listed stocks. For more information about NASDAQ, visit the NASDAQ Web site at www.NASDAQ.com or the NASDAQ Newsroom at www.NASDAQ.com/newsroom/.

Cautionary Note Regarding Forward-Looking Statements

The matters described herein may contain forward-looking statements that are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve a number of risks, uncertainties or other factors beyond the control of The NASDAQ Stock Market, Inc. (the "Company"), which could cause actual results to differ materially from historical results, performance or other expectations and from any opinions or statements expressed or implied with respect to future periods. These factors include, but are not limited to, the Company's ability to implement its strategic initiatives, economic, political and market conditions and fluctuations, government and industry regulation, interest rate risk, U.S. and global competition, and other factors detailed in the Company'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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