

NASDAQ OMX welcomes Jays AB to First North

Stockholm, December 19, 2011 - NASDAQ OMX (NASDAQ: NDAQ) announces that trading in JAYS AB (short name: JAYS) shares will commence today, December 19, on First North at NASDAQ OMX Stockholm. JAYS belongs to the Consumer Discretionary sector. JAYS is the 18th company to be admitted to trading on First North in 2011 and the sixth company this year to move its listing from Aktietorget to First North.

Founded in 2007 and headquartered in Stockholm, JAYS develops, designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed at providing the user with maximum sound experience. The company is expanding rapidly and its products are today being sold in more than 25 countries worldwide.

Rune Torbjörnson, CEO at JAYS commented: "We're excited to start the trading of our shares at First North today and look forward to leveraging the liquidity and increased investor exposure that comes with being part of the NASDAQ OMX family. As a publically listed company within the world's largest exchange group we're able to increase the international awareness of both our products and business model, thus setting the foundation for continued growth and expansion."

Jenny Rosberg, Senior Vice President at NASDAQ OMX said, "JAYS' international audience and reach make them a great match with NASDAQ OMX, and a valuable addition to First North. JAYS is listing at one of Europe's most liquid growth markets where we in 2011, in spite of turbulent market conditions, have attracted more than twice as many companies as compared to last year."

JAYS has appointed Remium Nordic AB as Certified Adviser.

About First North

First North is regulated as a multilateral trading facility, operated by the different exchanges within NASDAQ OMX Nordic. It does not have the legal status as an EU-regulated market. Companies at First North are subject to the rules of First North and not the legal requirements for admission to trading on a regulated market. The risk in such an investment may be higher than on the main market.

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 (<http://www.facebook.com/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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 OMX's 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's control. These factors include, but are not limited to factors detailed in NASDAQ OMX'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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