

## Photo Release -- Junior Achievement of New York Announces Partnership With The NASDAQ OMX Educational Foundation

### Foundation Awards JA New York \$1,000,000 Grant in Support of NY City-Wide Business Plan Competition

NEW YORK, May 21, 2010 (GlobeNewswire via COMTEX News Network) -- Junior Achievement of New York (JA New York) is the recipient of a \$1 million grant award from The NASDAQ OMX Educational Foundation to help fund growth of the annual JA New York Business Plan Competition (BPC). The grant recognizes the increasing demand for entrepreneurship and business education at the high school level. The third annual JA New York Business Plan Competition program kicked-off in early spring 2010 with six weeks of a business education program followed by a series of lightening competition rounds -- all leading up to an exciting, final show-down round, which will take place at NASDAQ MarketSite in New York City's Times Square on Friday, May 28th. The NASDAQ OMX Educational Foundation grant represents a five-year commitment to JA New York to develop and implement enhanced experiential business education programming, which will impact up to 5,400 New York City & Long Island high school students.

Photos accompanying this release are available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7513> and <http://www.globenewswire.com/newsroom/prs/?pkgid=7514>

"We are honored to partner with The NASDAQ OMX Educational Foundation. Their significant and generous support will help us achieve our primary goal to make education relevant, exciting and motivational for young people," said Joseph Peri, President of JA New York.

Since the 2008 launch of JA New York's Business Plan Competition, students' request for rigorous and experiential entrepreneurship programming has exceeded expectations. More than 700 students from 13 schools representing four boroughs in New York City (Manhattan, Bronx, Brooklyn, and Queens) and Long Island submitted entries to the 2010 BPC, a 135 percent increase in the number of students participating in the competition from its first year.

"The NASDAQ OMX Educational Foundation supports entrepreneurship and capital formation through innovative educational programs," said Joan Conley, Senior Vice President and Corporate Secretary of The NASDAQ OMX Group. "The JA New York Business Plan Competition has proven itself to be a great vehicle for nurturing the entrepreneurial spirit of young people by showing aspiring student entrepreneurs what it takes to launch a successful business. We're pleased to help those efforts to provide greater mentoring and support for emerging companies who might one day become a part of The NASDAQ OMX Group."

The JA New York Business Plan Competition encourages students to work collaboratively in teams to develop and present a competitive and winning business plan that identifies a need in the marketplace and presents a sound business concept to address this need. Junior Achievement volunteers serve as mentors and help the students conceive and develop their plans. In the final round of the competition, students with the best plans are awarded cash prizes and provided with business resource support to help them further develop their enterprising ideas.

NASDAQ OMX also plans to provide volunteer support for other JA New York programs during the 2010 school year. With the support of The NASDAQ OMX Educational Foundation, JA New York will develop an enhanced and relevant experience for students competing in a global economy.

About Junior Achievement of New York:

For over 80 years, Junior Achievement of New York (JA New York) has delivered economic empowerment programs to NYC and Long Island students. Through a dedicated volunteer network, JA New York provides free K-12 in-school and after-school programs.

Founded in 1929, Junior Achievement of New York is the local affiliate of Junior Achievement Worldwide, the world's largest and fastest-growing organization dedicated to inspiring and preparing young people to succeed in a global economy. Today, Junior Achievement Worldwide reaches approximately 9.5 million students globally. Junior Achievement programs focus on three key content areas: work readiness, entrepreneurship, and financial literacy: The Three Pillars of Student Success.

For more information about JA New York and its programs, visit [www.jany.org](http://www.jany.org).

About NASDAQ OMX Educational Foundation:

The mission of The NASDAQ OMX Educational Foundation is to promote learning about capital formation, financial markets and entrepreneurship through innovative educational programs. It was established in New York City in 1994 and is supported entirely by contributions from The NASDAQ OMX Group, Inc.

#### 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 3,600 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/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

The photos are also available via AP PhotoExpress.

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#### NDAQG

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