



GlobeNewswire Service Enables Public Companies to Deliver News and Information Directly to Interested Retail Investors

First Service of Its Kind Introduced in Partnership With MUNCmedia

LOS ANGELES, Jun 8, 2009 (GlobeNewswire via COMTEX News Network) -- GlobeNewswire, a NASDAQ OMX company (Nasdaq:NDAQ), introduces its Retail Investor Targeting service, an online distribution network focusing on retail investors. The service pushes company news updates directly and immediately to investors as they conduct online searches of that company's peers and competitors in related sectors.

Working with MUNCmedia, GlobeNewswire's Retail Investor Targeting service reaches over 90 million unique monthly research activities through a custom network of over 200 trusted online financial magazines, newspapers and news portals. The frequency of information distributed via GlobeNewswire's Breaking News Update distribution is dependent on a client's distribution choice and on MUNCmedia's proprietary distribution algorithm.

"For the first time, public companies can deliver real-time information through the newswire channel to individual investors while they are actively researching investment opportunities in a particular sector," said Doug Ventola, Senior Vice President, NASDAQ OMX. "Investors in turn can get a more comprehensive sense of what is happening with companies in the industry sectors they are reviewing. This marriage of research and real time information from the wire has not previously been available to 'main street' investors."

"MUNCmedia and GlobeNewswire offer us an innovative and cost-effective ability to deliver a highly attuned multimedia investor relations message directly to active investors," stated Matthew Beale, President Fuel Systems Solutions, Inc. (Nasdaq:FSYS). "The Retail Investor Targeting program enables Fuel Systems to foster the development of new investor interest in a sustainable and measured manner, expanding the online capability to communicate our milestones while improving productivity in building investor awareness."

"Investor relations departments have always had the ability to target institutional investors, however, finding high-value, relevant retail investors online in quantity has remained a challenge. This, coupled with the majority of public companies never seeing media coverage, has left companies embracing next-generation communication solutions to ensure their messages are heard," said Matt Bird, President, Market Update Network, Corp. "We built MUNCmedia to address this need. And now the synchronization of Retail Investor Targeting within GlobeNewswire's news distribution process allows public companies to meet regulatory guidelines, communicate virally through blogs and forums, and reach both traditional media and financial audiences while having the option to reach out to active retail investors in real-time."

Retail Investor Targeting is available now via www.globenewswire.com.

ABOUT GLOBENEWSWIRE

GlobeNewswire, a NASDAQ OMX company, is one of the world's largest newswire distribution networks, specializing in the delivery of corporate press releases, financial disclosures and multimedia content to the media, investment community, individual investors and the general public. Large public corporations, small businesses, professional organizations and PR agencies rely on GlobeNewswire to broadcast their most market moving information to a worldwide audience.

ABOUT MARKET UPDATE NETWORK CORP.

MUNCmedia is an Information Media Network, based in Bellevue, WA. We innovate and develop next-generation, on-line media based platforms to better serve corporate communications & investor relations industries. "Reach farther, faster, more effectively." For more information, www.muncmedia.com

NDAQG

This news release was distributed by GlobeNewswire, www.globenewswire.com

SOURCE: The NASDAQ OMX Group, Inc.

NASDAQ OMX

Media Contact:

Jolene Libretto
+1.646.441.5220
jolene.libretto@nasdagomx.com

(C) Copyright 2009 GlobeNewswire, Inc. All rights reserved.

News Provided by COMTEX