



NASDAQ Launches The NASDAQ DataStore

Provides First-Time Direct Access to Highly Innovative Data Products

NEW YORK, Jul 23, 2007 (PrimeNewswire via COMTEX News Network) -- The Nasdaq Stock Market, Inc. ("NASDAQ")(r) (Nasdaq:NDAQ) today announced the launch of The NASDAQ DataStore, an online collection of innovative data tools for institutional and individual investors. NASDAQ's offering of these unique data products on the Web marks the first time a U.S. stock exchange has offered direct purchase of this breadth of data directly via the Web.

As part of this initiative, NASDAQ will also be supporting full "plug-and-play" access to its premium market data products. This distribution allows market data vendors and market data distributors more efficient, easier, and less expensive deployments of new data products.

"The NASDAQ DataStore is designed to make these highly innovative products highly accessible to all investors and traders," said NASDAQ Executive Vice President Adena Friedman. "This underscores NASDAQ's commitment to respond to the evolving needs of all market participants by providing more transparency with low-cost proprietary data that is delivered with great efficiency and flexibility."

The DataStore initially offers the following innovative products that are designed to give investors unique market insight:

- * NASDAQ Net Order Imbalance Indicator (NOII) -- View NASDAQ crossing data to participate in the NASDAQ Opening Cross, Closing Cross, IPO Cross, and Halt Cross. Use the information to find liquidity and predict cross prices before they occur.
- * BookViewer -- Achieve better trade performance by viewing all the buy and sell orders for securities listed on NASDAQ, the New York Stock Exchange (NYSE) and the American Stock Exchange (Amex). Data can be aggregated by price level or by MPID.
- * Velocity & Forces -- Follow and act on changes in market direction, momentum and liquidity. NASDAQ Market Velocity & Forces can indicate levels of pre-trade interest and market activity in NASDAQ stocks as well as indicate the direction of market momentum.
- * Daily Share Volume -- Track market participants' trading activity in specific stocks and sectors. NASDAQ-listed and non-NASDAQ listed share volume is displayed on a T+1 basis, allowing you to make better educated routing and trading decisions.

For more information about the NASDAQ DataStore, visit www.data.nasdaq.com.

NASDAQ is the largest U.S. equities exchange. With approximately 3,200 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 as well as a leading liquidity pool for trading NYSE-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 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's strategic initiatives. 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's control. These factors include, but are not limited to factors detailed in NASDAQ'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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Wayne Lee
301.978.4875
Wayne.D.Lee@Nasdaq.com

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