



The New York City Adrenalina Skateboard Marathon to Ring The NASDAQ Stock Market Closing Bell

ADVISORY, July 28, 2011 (GLOBE NEWSWIRE) --

What:

The New York City Adrenalina Skateboard Marathon, a 26.2 mile longboard race set to promote health & fitness, will visit the NASDAQ MarketSite in New York City's Times Square.

In honor of the occasion, Ilia Lekach, CEO & Chairman of Adrenalina will ring the Closing Bell.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Friday, July 29th, 2011 — 3:45 p.m. to 4:00 p.m. ET

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Feed Information:

The entire Closing Bell is available from 3:50 p.m. to 4:05 p.m. on AMC-3/C-3 (dl 3760H). The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jen Knapp (212) 401-8916.

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Closing Bell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.aspx> or <http://social.nasdaqomx.com>.

Photos:

To obtain a hi-resolution photograph of the Market Close, please go to

http://www.nasdaq.com/reference/marketsite_events.stm and click on the market close of your choice.

About The New York City Adrenalina Skateboard Marathon:

A first of its kind, a battle of fitness, endurance, and action sports... Best of all \$15,000 for the winner. The Adrenalina Skateboard Marathon is a 26.2 mile longboard race set to promote health & fitness, as well as the lifestyle that is Action Sports. The race will consist of multiple laps around a course designed to showcase different cities around the world. Cities visited in 2011 are New York City, San Juan, Plano, and Hallandale Beach. All of the races are fully sanctioned and governed by [The USA Distance Skateboard Association](#). All skaters will be required to obtain an annual or race day license to compete. The Start/Finish line will showcase an expo village where spectators and participants can purchase the latest and greatest in action sports and beyond. There will also be live music and other extreme sport demos. The festival feel will allow for spectators to be entertained throughout the day as they await the competitors of the skateboard marathon race.

About NASDAQ OMX:

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