

## TiVo and NASDAQ Partner to Enhance Visual Elements of NASDAQ MarketSite Video Wall

### NASDAQ MarketSite Studio Wall to Display TiVo's Strong Brand and Innovative Features

ALVISO, Calif. and NEW YORK, Aug 25, 2010 (GlobeNewswire via COMTEX News Network) -- TiVo Inc. (Nasdaq:TIVO), the creator of and a leader in advanced television services including digital video recorders (DVRs) for consumers, content distributors and consumer electronics manufacturers, and the NASDAQ OMX Group, Inc. (Nasdaq:NDAQ), the world's largest exchange company, today announced they will be working together to bring enhanced visual elements to the NASDAQ MarketSite Video Wall by integrating the TiVo brand and functionality from TiVo's intuitive and stunning user interface.

Located in the heart of Times Square in New York City, NASDAQ MarketSite is at the epicenter of the cross roads of the world known for displaying financial market data, news information for NASDAQ listed companies across sectors, celebratory bell ceremonies and advertisements on its NASDAQ Tower billboard. NASDAQ MarketSite has evolved as a New York icon and representation of innovation, electronic trading and the financial markets. NASDAQ OMX recently celebrated the ten year anniversary for the NASDAQ MarketSite facility, which is a symbol of innovation like TiVo, and an ideal partner to work with to enhance the visual elements of its studio wall to offer more interactive features that can be showcased in a high profile studio.

John Jacobs, EVP and Chief Marketing Officer, NASDAQ OMX, stated, "When evaluating the companies that we could join forces with to enhance the visual experience and interactive nature of NASDAQ MarketSite, TiVo stood out based on their commitment to innovation in design elements. TiVo has the ability to bring to life an interactive experience for viewers along with offering customers leading television viewing capabilities. We are excited to have the opportunity to bring some of the look and feel elements of the TiVo experience to MarketSite, the flagship of the NASDAQ brand, and to work with a brand of this stature that is associated with innovation and eye-catching technology to drive continued awareness of our capabilities. TiVo has long been at the forefront of defining the television viewing landscape just as we have been defining the trading landscape," he added.

Joe Miller, SVP of Sales and Marketing at TiVo, stated, "We are a company that focuses on creating easy, intuitive and smart user interface experiences and the financial data services business is certainly one where that skill set can be put to good use. As a public company we are also acutely tuned in to the importance of ensuring that investors have access to the best market data and experience available when trading stocks. NASDAQ MarketSite is a place where trading and market data comes to life through vibrant videos and images, and we couldn't be happier than to team with a like-minded innovator to bring elements of the TiVo experience to help improve the visual look and feel of one of the financial world's most recognizable landmarks while driving awareness of our brand."

Specific details of the visual enhancements coming to the NASDAQ MarketSite will be unveiled in the coming months.

#### About NASDAQ OMX

The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) 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/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. There can be no assurance that the FSA will give the NASDAQ OMX applicant the authorization and permissions which it seeks.

## About TiVo Inc.

Founded in 1997, TiVo Inc. (Nasdaq:TIVO) developed the first commercially available digital video recorder (DVR). TiVo offers the TiVo service and TiVo DVRs directly to consumers online at [www.tivo.com](http://www.tivo.com) and through third-party retailers. TiVo also distributes its technology and services through solutions tailored for cable, satellite, and broadcasting companies. Since its founding, TiVo has evolved into the ultimate single solution media center by combining its patented DVR technologies and universal cable box capabilities with the ability to aggregate, search, and deliver millions of pieces of broadband, cable, and broadcast content directly to the television. An economical, one-stop-shop for in-home entertainment, TiVo's intuitive functionality and ease of use puts viewers in control by enabling them to effortlessly navigate the best digital entertainment content available through one box, with one remote, and one user interface, delivering the most dynamic user experience on the market today. TiVo also continues to weave itself into the fabric of the media industry by providing interactive advertising solutions and audience research and measurement ratings services to the television industry. [www.tivo.com](http://www.tivo.com)

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, statements about the use of TiVo brand and elements of its user interface in NASDAQ Marketsite Video Wall. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the other potential factors described under "Risk Factors" in the Company's public reports filed with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2010 and recent Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. The Company cautions you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

## NDAQ

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