

Born Free to Ring The NASDAQ Stock Market Closing Bell

ADVISORY, April 25, 2014 (GLOBE NEWSWIRE) --

What:

Born Free, a private sector-led initiative with the sole objective of ending mother-to-child transmission of HIV by December 31, 2015, will visit the NASDAQ MarketSite in Times Square.

In honor of the occasion, **Jennifer McCrea, CEO** will ring the Closing Bell.

Where:

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

When:

Monday, April 28, 2014 - 3:45 p.m. to 4:00 p.m. ET

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Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West
18 mhz Lower
DL 3811 Vertical
FEC 3/4
SR 13.235
DR 18.295411
MOD 4:2:0
DVBS QPSK

Social Media:

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/NASDAQ>.

For photos from ceremonies and events visit our Instagram Page: <http://instagram.com/nasdaq>

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>.

For exciting viral content and ceremony photos visit Tumblr Page: <http://nasdaq.tumblr.com/>

Webcast:

A webcast of the NASDAQ Closing Bell will be available at: <https://new.livestream.com/nasdaq/live> or <http://www.nasdaq.com/about/marketsitetowervideo.aspx>

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 Born Free:

Born Free is a private sector-led initiative with the sole objective of ending mother-to-child transmission of HIV by December 31, 2015.

The world has experienced more than a 50% decline in new HIV infections in children since 2003, yet more than 700 children are still born with HIV each day. The solution is just one pill once a day.

Born Free and its advisory board of business CEOs believe every mom, child, and family should have the opportunity to live a life born HIV-free.

About NASDAQ OMX Group

NASDAQ OMX (Nasdaq:NDAQ) is a leading provider of trading, exchange technology, information and public company services across six continents. Through its diverse portfolio of solutions, NASDAQ OMX enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. NASDAQ OMX is home to more than 3,400 listed companies with a market value of over \$8.5 trillion and more than 10,000 corporate clients. To learn more, visit www.nasdaqomx.com.

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