

Microsoft (MSFT) Celebrates the Kinect for Xbox 360 Launch at The NASDAQ Stock Market Opening Bell

ADVISORY, Nov. 3, 2010 (GLOBE NEWSWIRE) --

What:

Microsoft (MSFT) will visit the NASDAQ MarketSite in New York City's Times Square to celebrate the launch of Kinect for Xbox 360 and 17 controller-free games.

In honor of the occasion, Don Matrick, president of Microsoft's Interactive Entertainment Business will ring the NASDAQ Opening Bell. He will be joined by Dennis Durkin, chief financial officer and chief operating officer, as well as Mike Delman, corporate vice president of global marketing, and Kudo Tsunoda, general manager of Microsoft's Interactive Entertainment Business.

Kinect for Xbox 360 will be available for media demonstrations, and Microsoft executives will be available following the opening bell ceremony for interviews.

Where:

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

When:

Thursday, November 4th, 2010 at 9:15 a.m. to 9:30 a.m. ET

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Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C20, 87 degrees West, downlink frequency 4100 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden at (646) 441-5045.

Radio Feed:

An audio transmission of the Opening Bell is also available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

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/pages/NASDAQ-OMX/108167527653>

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx>

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About Xbox 360:

Xbox 360 is a premier home entertainment and video game system. This November, with the addition of Kinect, Xbox 360 will forever transform social gaming and entertainment with a whole new way to play — no controller required. Xbox 360 is also home to the best and broadest games as well as the largest on-demand library of music, standard- and high-definition movies, TV shows and digital games, all in one place. The entertainment center of the living room, Xbox 360 blends unbeatable content with a leading social network of 25 million Xbox LIVE members to create a limitless entertainment experience that can be shared at home or across the globe. More information about Xbox 360 can be found online at <http://www.xbox.com>.

About Microsoft (MSFT):

Founded in 1975, Microsoft (Nasdaq:MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with approximately 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.

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