



NASDAQ OMX Copenhagen welcomes Pandora

Copenhagen October 5, 2010 - NASDAQ OMX Copenhagen Inc., part of NASDAQ OMX Group (NASDAQ:NDAQ) announces that the trading of Pandora Inc. shares opens today on NASDAQ OMX Copenhagen. Pandora is a Large Cap company within the sector for consumer discretionary. This is the seventh company to be listed on NASDAQ OMX Nordic in 2010.

Pandora is a Danish company that designs, manufactures and distributes affordable luxury class jewelry. Pandora's products are sold in 47 countries on six continents through approximately 10,000 retailers. Pandora is the world's third largest jewelry brand and has build a strong presence on its main markets in USA, Australia, Germany and the UK.

Jenny Rosberg, Deputy CEO NASDAQ OMX Nordic says, "We are very pleased with welcoming Pandora to NASDAQ OMX Copenhagen. We look forward to providing liquidity to the Pandora share and giving the company increased visibility by being listed on our marketplace. Pandora is a company with an obvious attraction and a strong brand within its sector and is therefore an attractive investment possibility in the sector for consumer discretionary."

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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. 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](#) and [Twitter](#).

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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.