



TwitChange Founder Shaun King and Actress Sarah Michelle Gellar to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, March 10, 2011 (GLOBE NEWSWIRE) --

What:

TwitChange, the world's only celebrity Twitter auction, and CARE, a leading humanitarian organization fighting global poverty, will visit the NASDAQ MarketSite in New York City's Times Square to raise awareness about the "Girl Effect" campaign dedicated to educating girls in poverty around the world.

In honor of the occasion, TwitChange founder Shaun King and actress Sarah Michelle Gellar will ring the NASDAQ Stock Market Opening Bell.

Where:

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

When:

Friday, March 11, 2011 at 9:15 a.m. to 9:30 a.m. ET

Contact:

TwitChange:
Jinean Robinson
(678) 551-2473
jinean@TwitChange.com

NASDAQ MarketSite:
Alexandra Honeysett
(646) 441-5211
Alexandra.Honeysett@nasdaqomx.com

Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C22, 87 degrees West, downlink frequency 4140 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Alexandra Honeysett at (646) 441-5211.

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/nasdaqomx>

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 TwitChange:

TwitChange, is an online auction in which fans bid on the chance to be followed, mentioned or retweeted on Twitter by their favorite celebrities for charity. Coming off the heels of a [2010 Mashable Award](#) win and the biggest [Times Square billboard](#) unveiling in January, they keep moving to make a difference. The media has been buzzing with [CNN coverage](#) and [live on-air launch](#), [a WSJ cover](#), [USA Today articles](#), [Fast Company reports](#), [Forbes](#), [CBS](#), [E! Entertainment](#), and many more!

During initial launch in September 2010 with [Eva Longoria as spokeswoman](#), they raised over half a million dollars to [build a home for disabled orphans in Haiti](#) and received 35+ million hits to the website, with 1 million of those in the first day!

The second auction, TwitChange 2.0: The Fan Takeover, launched January 29th with 2011 Defensive Player of the Year [Troy Polamalu](#). The auction ended February 5th and raised hundreds of thousands of dollars for [soldiers and their families](#).

Now, with over 65+ million [TwitChange.com](#) visitors and counting, they have joined forces with humanitarian and actress Eva Longoria, her celebrity friends and CARE to celebrate the power of women on the 100th anniversary of International Women's Day with a 10-day celebrity auction, that closes THIS Saturday, March 12th.

About CARE:

CARE is a leading humanitarian organization fighting global poverty. CARE places special focus on working alongside poor women because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty. Women are at the heart of CARE's community-based efforts to improve basic education, prevent the spread of HIV, increase access to clean water and sanitation, expand economic opportunity, and protect natural resources. CARE also delivers emergency aid to survivors of war and natural disasters, and helps people rebuild their lives.

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 (<http://www.facebook.com/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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