



EMC Insurance Companies President and CEO to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, June 17, 2011 (GLOBE NEWSWIRE) --

What:

EMC Insurance Companies, a provider of property and casualty insurance products and services throughout the United States and reinsurance worldwide, will visit the NASDAQ MarketSite in New York City's Times Square in celebration of the 100th anniversary of the founding of EMC Insurance Companies.

In honor of the occasion, Bruce G. Kelley, EMC President and CEO, will ring the Opening Bell. EMC Chairman of the Board David J.W. Proctor and EMCI Chairman of the Board George C. Carpenter III will also be present.

Where:

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

When:

Monday, June 20th, 2011 — 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, downlink frequency 4100 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jen Knapp at (212) 401-8916.

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> or <http://social.nasdaqomx.com>.

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 EMC Insurance Companies:

EMC Insurance Companies, parent company of EMC Insurance Group Inc. (EMCI), is one of the top 60 insurance organizations in the country and is celebrating 100 years in business. Organized in 1911 to write workers' compensation protection in Iowa, now the company provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide.

For 100 years, customers have come to *Count on EMC*[®] for comprehensive protection, superior service and financial stability. EMC Insurance Companies provides local service in underwriting, claims, marketing and risk improvement services through 16 branch offices and 5 service offices across the country. For more information on the company, visit www.emcins.com, or to read about the company's history, go to www.CountonEMC.com.

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 more than 3,500 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/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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