



UPDATE: Jiayuan.com (DATE) Founder and Chief Executive Officer to Ring the NASDAQ Stock Market Closing Bell

ADVISORY, May 11, 2011 (GLOBE NEWSWIRE) --

What:

Jiayuan.com (DATE), China's largest online dating site with over 40 million registered users, will visit the NASDAQ MarketSite in New York City's Times Square to celebrate their initial public offering on The NASDAQ Stock Market.

In honor of the occasion, Ms. Haiyan Gong, Founder and Chief Executive Officer of Jiayuan.com (DATE), will ring the Closing Bell.

Where:

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

When:

Wednesday, May 11th, 2011 — 3:45 p.m. to 4:00 p.m. ET

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Feed Information:

The entire Closing Bell is available from 3:50 p.m. to 4:05 p.m. on AMC-3/C-3 (dl 3760H). The feed can also be found on Ascent fiber 1623. Footage of the new logo unveiling will be available from 3:55 — 3:56 p.m. ET. If you have any questions, please contact Jen Knapp (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 Closing 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 Close, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About Jiayuan.com (DATE):

Jiayuan.com International Ltd. ("Jiayuan") operates the largest online dating platform in China. Jiayuan is committed to providing a trusted, effective, and user focused online dating platform that addresses the dating and marriage needs of China's rapidly growing urban singles population. A pioneer in China's online dating market, Jiayuan.com ranked first in terms of number of unique visitors, average time spent per user and average page views per user among all online dating websites in China in 2010, according to iResearch. As of March 31, 2011, Jiayuan.com had 40.2 million registered user accounts, with an average of 4.7 million monthly active user accounts in the first quarter of 2011.

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) (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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