



## Advertising Week 2012 to Ring The NASDAQ Stock Market Closing Bell

ADVISORY, Oct. 1, 2012 (GLOBE NEWSWIRE) --

### What:

Advertising Week 2012, the world's premier annual gathering of marketing and communications leaders, will visit the NASDAQ MarketSite in Times Square. On Tuesday, October 2, representatives from **Paradigm, Chegg, The Lighthouse Company, Fast Company, Tumblr and NASDAQ-listed Google** will share their insight and ideas during a variety of seminars to be held at the NASDAQ MarketSite.

In honor of the occasion, Advertising Week will be joined by conference participants to ring the Closing Bell.

### Where:

NASDAQ MarketSite — 4 Times Square — 43<sup>rd</sup> & Broadway — Broadcast Studio

### When:

Tuesday, October 2<sup>nd</sup>, 2012 — 3:45 p.m. to 4:00 p.m. ET

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### Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West  
18 mhz Lower  
DL 3811 Vertical  
FEC 3/4  
SR 13.235  
DR 18.295411  
MOD 4:2:0  
DVBS QPSK

### 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/NASDAQ>.

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>.

#### **Photos:**

To obtain a hi-resolution photograph of the Market Close, please go to [http://www.nasdaq.com/reference/marketsite\\_events.stm](http://www.nasdaq.com/reference/marketsite_events.stm) and click on the market close of your choice.

#### **About Advertising Week:**

Since its creation in 2004, Advertising Week has drawn hundreds of thousands of participants from around the world to New York City for a week long think-tank comprised of over 200 different distinct programs that focus on the power of advertising and its neighboring industries. Above and beyond celebration, the mission of The Week is to inspire young people to join the craft; focus the industry and public at-large on the social impacts of advertising; address the most important issues facing the industry and shine a bright light on the business and economic influence of the advertising, media and marketing industries.

#### **About NASDAQ OMX:**

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 24 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.999% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit [www.nasdaqomx.com](http://www.nasdaqomx.com). Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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Source: The NASDAQ OMX Group, Inc.

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