



NASDAQ OMX Introduces Affinity Program Offering Retail Discounts to Listed Companies

New Online Marketplace Provides Added Visibility to NASDAQ Companies

NEW YORK, Nov 25, 2008 (GlobeNewswire via COMTEX News Network) -- The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) today announced a new corporate affinity program, The NASDAQ OMX Advantage (Advantage) for companies listed on the exchange. Through Advantage, NASDAQ OMX listed companies will be able to offer their employees access to discounts and promotions for products and services offered by participating NASDAQ OMX listed companies. Advantage is currently available to U.S. companies and will be rolled out internationally in 2009.

The service is offered through a proprietary website that serves as an online marketplace featuring current offers and discounts which are frequently updated. Participants can register to obtain details on the many promotions from premier NASDAQ OMX-listed retail companies at the following site: www.shopadvantage.net. Participants in the program must be NASDAQ OMX listed company employees.

"NASDAQ OMX Advantage is another way for us to support our listed companies and showcase exciting retail brands that list on our exchange. Our goal with this service is to pass on savings to our issuers and employees while creating added visibility and business opportunities for our companies in an efficient way," said Bruce Aust, Executive Vice President of NASDAQ OMX. "We thank all of our participating retailers for taking part in this unique online community that brings buyers and sellers together under one umbrella," Aust added.

"We're very excited about being part of the NASDAQ OMX Advantage program," said Jim McCann, CEO of 1.800.FLOWERS.COM. "As a leader in the e-commerce space, we think the idea to promote NASDAQ-listed companies and their products and services to an exclusive online audience is a win-win for NASDAQ companies, and their employees and for 1-800-FLOWERS.COM and our family of gift brands."

NASDAQ OMX listed companies currently participating in NASDAQ OMX Advantage include: 1-800-FLOWERS.COM and their family brands including Fannie May Confections, The Popcorn Factory, 1-800-Baskets.com, GreatFood.com, Cheryl & Co; Plow & Hearth; Wind & Weather; Hearth Song; Magic Cabin and Problem Solvers; JoS.A.Bank; PetMed Express; DELL Inc.; Casual Male Retail Group and their brands Casual Male XL, Living XL; Rochester Big & Tall; Microsoft; Apple; SIRIUS XM Radio; Wynn Resorts; IAC InterActive Corp.; NetFlix; Napster; NutriSystem; Bidz.Com; VistPrint; Weyco Group and their Florsheim and Stacy Adams Collection brands; Drugstore.com; Intuit Inc.; iBasis; PetSmart; and ValueLine Inc.

NASDAQ OMX listed companies have access to innovative products and services through a robust group of wholly-owned subsidiaries -- Carpenter Moore Insurance Services, Shareholder.com, News Wire Service and Directors Desk -- and strategic alliance partners that make up NASDAQ OMX Corporate Services. Combined, these services help NASDAQ OMX-listed companies by facilitating transparency, mitigating risk and inspiring better corporate governance. An integral part of the quality service NASDAQ OMX-listed companies receive is a NASDAQ OMX Relationship Manager -- a dedicated, day-to-day NASDAQ OMX contact who works with our companies directly to answer their questions on market matters and other issues that affect them. The NASDAQ Market Intelligence Desk(r) gives senior executives an immediate, integrated and insightful source of real-time market information customized to their companies and needs. NASDAQ OMX-listed companies also have opportunities to increase their visibility through venues that are uniquely NASDAQ OMX including the NASDAQ MarketSite(r) and NASDAQ websites. To learn more about NASDAQ OMX Corporate Services, visit NASDAQ Online(sm) at www.nasdaq.net.

About NASDAQ OMX Advantage:

NASDAQ OMX has established an affinity program called NASDAQ OMX Advantage (Advantage). Through Advantage, NASDAQ OMX companies provide offers that are distributed and marketed to NASDAQ OMX Companies and their employees. For more information about Advantage, visit www.shopadvantage.net or email advantageinfo@nasdaqomx.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, and with over 3,900 companies, it is number one in worldwide listings among major markets. NASDAQ OMX Group offers multiple capital raising solutions to companies around the globe, including its U.S. listings market; the OMX Nordic Exchange, including First North; and the 144A PORTAL Market. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and ETFs. NASDAQ OMX Group technology supports the operations of over 60 exchanges, clearing organizations and central securities depositories in more than 50 countries. OMX Nordic Exchange is not a legal entity but describes the common offering from NASDAQ OMX Group

exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit www.nasdaqomx.com.

Cautionary Note Regarding Forward-Looking Statements

The matters described herein may 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.

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The NASDAQ OMX Group, Inc.

Media Contacts:

Silvia Davi

646-441-5014

Silvia.davi@nasdaqomx.com

Jolene Libretto

646.441.5220

Jolene.Libretto@nasdaqomx.com

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