



## NASDAQ OMX Rebrands News Distribution Service

NEW YORK, Aug 21, 2008 (GlobeNewswire via COMTEX News Network) -- PrimeNewswire(sm), the news distribution subsidiary of The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ), announced it has rebranded its service, with a name change to GlobeNewswire(sm).

GlobeNewswire's distribution services help public companies to communicate with media and investors in local languages across the globe while addressing regional regulatory disclosure requirements. The rebranding reflects NASDAQ OMX's transformation to an exchange company with a presence on six continents.

"Given the formation of the NASDAQ OMX Group earlier this year, we felt the name GlobeNewswire better represents the breadth and reach of our products and services on a worldwide scale," said Doug Ventola, Vice President, NASDAQ OMX Group, Inc.

GlobeNewswire's enhancements include:

- \* New web address -- [www.globenewswire.com](http://www.globenewswire.com);
- \* Multi-channel delivery networks providing real-time and simultaneous distribution to key worldwide audiences;
- \* Specialized new release distribution to targeted media and socially conscious (CSR) investors
- \* Multimedia distribution including Times Square marquee display

Additionally, in line with the Securities & Exchange Commission's recent announcements regarding XBRL, IDEA and its new recommendations on Regulation Fair Disclosure (RegFD), GlobeNewswire's disclosure services will be even more closely synchronized with Shareholder.com investor relations services.

About NASDAQ OMX Group:

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

About GlobeNewswire(sm):

GlobeNewswire, a NASDAQ OMX Company, operates one of the world's leading full-text press release, photo, and multimedia distribution services. Utilizing the latest in communications technology, GlobeNewswire's multi-channel delivery network provides real-time, simultaneous access to key audiences around the globe, including daily newspapers, wire services, online services, databases, trade publications, institutional and individual investors, and consumers. For more information, visit [www.globenewswire.com](http://www.globenewswire.com) or call +1.800.307.6627.

NDAQG

This news release was distributed by GlobeNewswire, [www.globenewswire.com](http://www.globenewswire.com)

SOURCE: The NASDAQ OMX Group, Inc.

The NASDAQ OMX Group, Inc.  
Jolene Libretto  
+1.646.441.5220

[Jolene.Libretto@nasdaqomx.com](mailto:Jolene.Libretto@nasdaqomx.com)

(C) Copyright 2008 GlobeNewswire, Inc. All rights reserved.

News Provided by COMTEX