



Alzheimer's Foundation of America President and Chief Executive Officer to Ring the NASDAQ Stock Market Opening Bell

ADVISORY, Nov 1, 2010 (GlobeNewswire via COMTEX News Network) -- What:

Alzheimer's Foundation of America will visit the NASDAQ MarketSite in New York City's Times Square to press the urgency of the need for care and cure for Alzheimer's disease--a growing health crisis in the United States and worldwide. The event marks the start of National Alzheimer's Disease Awareness Month and the lead up to the Alzheimer's Foundation of America's National Memory Screening Day (November 16) and its inaugural and historic "Together for Care" telethon, airing December 4 with host Al Roker and celebrity guests.

In honor of the occasion, Bert Brodsky, Chairman of the Alzheimer's Foundation of America, and Eric J. Hall, President and Chief Executive Officer of Alzheimer's Foundation of America, will ring the NASDAQ Opening Bell.

Where:

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

When:

Tuesday, November 2nd, 2010 at 9:15 a.m. to 9:30 a.m. ET

Contact: Carol Steinberg (866) 232-8484 cell-(516)236-7101 csteinberg@alzfdn.org

NASDAQ MarketSite: Robert Madden (646) 441-5045 Robert.Madden@NASDAQOMX.com

Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C22, 87 degrees West, downlink frequency 4140 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden at (646) 441-5045.

Radio Feed:

An audio transmission of the Opening Bell is also available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

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>

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 Alzheimer's Foundation of America:

The Alzheimer's Foundation of America, based in New York, is a non-profit organization that unites more than 1,400 member organizations nationwide with the goal of providing optimal care and services to individuals confronting dementia and to their caregivers and families. Its services include a toll-free hotline, educational materials, a free quarterly magazine for caregivers and professional training. For more information, call toll-free 866-AFA-8484 or visit www.alzfdn.org.

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 approximately 3,600 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/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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