



Representatives From The Effie Awards to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Jun 7, 2010 (GlobeNewswire via COMTEX News Network) -- What:

Carl Johnson, Chairman of the Board of Directors of The Effie Awards and Co-Founder of Anomaly, will preside over the Opening Bell. Mary Lee Keane, President of Effie Worldwide and members of the Grand Effie Jury, will join him onstage.

Where:

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

When:

Tuesday, June 8, 2010 at 9:15 a.m. to 9:30 a.m. ET

Contact:

Effie Awards: Rebecca Sullivan (617) 501-4010 rebecca@rsullivanpr.com

NASDAQ MarketSite:

Jolene Libretto (646) 441-5220 Jolene.Libretto@NASDAQOMX.com

Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on Galaxy 19 C/15, downlink frequency 4000 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jolene Libretto at (646) 441-5220.

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/pages/NASDAQ-OMX/108167527653>

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 The Effie Awards:

The Effie Awards honor the most significant achievement in marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognize any and all forms of marketing

communication that contribute to a brand's success. Any marketing medium is eligible for an Effie, as long as results are proven, including Print, TV, Radio, Outdoor, Internet, Guerrilla, Digital, Package Design, Events, Street Teams, PR, Paid or Unpaid Media. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit www.fffie.org. Follow the @EffieAwards on Twitter and join the Effie Awards group on Facebook.

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 3,600 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/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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