



Einstein Noah Restaurant Group, Inc. [BAGL] to Ring The NASDAQ Stock Market Opening Bell

NASDAQ Celebrates 3rd Annual "Fit Week" to Kick Off Healthy Living in the New Year

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What:

Einstein Noah Restaurant Group, Inc. [BAGL], a leading company in the fast-casual segment of the restaurant industry that operates, franchise and license locations under the Einstein Bros.® Bagels, Noah's New York Bagels® and Manhattan Bagel® brands, will visit the NASDAQ Market Site in Times Square in celebration of NASDAQ "Fit Week," a week of bell ceremonies featuring companies which help Americans lead healthier lifestyles. Einstein Noah will kick off 2014 on a healthy note, celebrating its revitalization of the Smart Choices menu, featuring new Thintastic Bagels. The Smart Choices menu provides guests with light and delicious menu options that are healthier alternatives to fast food.

In honor of the occasion, **Jeff O'Neill, President and Chief Executive Officer**, will ring the Opening Bell.

Pictures from NASDAQ "Fit Week" will be available shortly following the ceremony at:

<http://www.nasdaq.com/marketsite/campaigns/fitweek.html>

Where:

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

When:

Wednesday, January 8, 2014 — 9:15 a.m. to 9:30 a.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 Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.asx>.

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 Einstein Noah Restaurant Group, Inc. [BAGL]:

Einstein Noah Restaurant Group, Inc. is a leading company in the quick-casual segment of the restaurant industry that operates, franchises and licenses locations under the Einstein Bros.® Bagels, Noah's New York Bagels® and Manhattan Bagel® brands. The Company's retail system consists of over 840 restaurants in 41 states and the District of Columbia. It also operates a dough production facility. The Company's stock is traded on the NASDAQ under the symbol BAGL. Visit www.einsteinnoah.com for additional information.

About NASDAQ OMX Group:

NASDAQ OMX (Nasdaq:NDAQ) is a leading provider of trading, exchange technology, information and public company services across six continents. Through its diverse portfolio of solutions, NASDAQ OMX enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 80 marketplaces in 50 countries, and approximately 1 in 10 of the world's securities transactions. NASDAQ OMX is home to more than 3,300 listed companies with a market value of over \$7 trillion and more than 10,000 corporate clients. To learn more, visit www.nasdaqomx.com.

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Source: The NASDAQ OMX Group, Inc.

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