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## NASDAQ OMX Launches Market Replay Europe

### *Data Product Provides "Instant Replay" of European Market Activity*

**Copenhagen, July 1, 2009** — The NASDAQ OMX Group, Inc. (NASDAQ:NDAQ) today announced the launch of Market Replay Europe, a powerful tool that enables market participants to replay and analyze European market activity in simulated real-time. NASDAQ Market Replay Europe helps brokers decrease MiFID compliance costs while enhancing customer service for their clientele.

NASDAQ OMX Market Replay Europe is an innovative trading and compliance tool that provides intra-day and historical NASDAQ OMX-validated replays and analysis of the market for equities traded on NASDAQ OMX exchanges in Copenhagen, Stockholm and Helsinki and on fourteen other major European equity markets.

Investors and other market participants get access to a complete view of the market activity in a particular share, down to the millisecond, during the requested replay period, including every reported trade along with the corresponding consolidated best bids and offers.

Additionally, Market Replay Europe provides a customizable zoom feature to view events at the millisecond level to see exactly what happened. Following the completion of a trade, Market Replay Europe allows users to analyze whether their trade received best execution and permits compliance officers to confirm if a trade met compliance standards.

Market Replay Europe can be used by all market participants including institutional and retail investors, professional and non-professional traders, and compliance officers. Market Replay Europe enables users to:

- Review a situation for analysis or training
- Analyze whether a trade complied with best-execution requirements
- Review interesting situations and missed opportunities
- Share a replay with clients to confirm best trades
- Send a screen shot to help Trade Support
- Filter by exchange to remove those exchanges not included within the users MiFID execution policy.

"NASDAQ OMX Market Replay Europe is a highly affordable, proprietary data product that enables investors and market participants to view the market in great detail," said NASDAQ OMX Executive Vice President Adena Frieman. "With Market Replay Europe, users can

discover exactly how orders interacted with the market down to the millisecond at which the trade occurred, all in an easy-to-use visual tool.”

Market Replay Europe consolidates trade and quote data from the 17 following European markets:

NASDAQ OMX Copenhagen	NASDAQ OMX Helsinki
NASDAQ OMX Europe	NASDAQ OMX Stockholm
NYSE Euronext Amsterdam	Borsa Italia
NYSE Euronext Brussels	Frankfurt Stock Exchange
NYSE Euronext Lisbon	London Stock Exchange
NYSE Euronext Paris	Oslo Børs
BATS	Turquoise
Burgundy	Virt-X
Chi-X	

The U.S. version of Market Replay application has gained distinction by winning the coveted 2008 MAX Award in the Enterprise category. The annual Adobe® MAX awards are a global program that recognizes innovative applications of Adobe software for creating engaging experiences. It was selected by the Adobe Judging Council, a team of Adobe executives and renowned industry representatives.

Market Replay Europe is powered by data from Neonet and is accessible on the NASDAQ DataStore, an online collection of innovative data tools for institutional and individual investors. For more information about the NASDAQ DataStore, please visit <https://data.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, with over 3,800 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>.

### *Cautionary Note Regarding Forward-Looking Statements*

*The matters described herein 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. There can be no assurance that the FSA will give the NASDAQ OMX applicant the authorization and permissions which it seeks.*

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