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NASDAQ OMX starts trading short- and long-position ETFs based on OMXS30

Stockholm, October 14, 2009 — NASDAQ OMX Stockholm AB, part of the NASDAQ OMX Group (NASDAQ:NDAQ), today starts trading in two new Exchange Traded Funds (ETFs), HQ OMXS30 Double Long and HQ OMXS30 Double Short, enabling Nordic investors to trade internationally recognized indices in local currency.

The two ETFs issued by HQ Bank will be traded on NASDAQ OMX Stockholm and are based on the OMXS30 index which is calculated by NASDAQ OMX. The OMXS30 index is the third most traded domestic index in Europe with more than 400 million derivatives contracts since its start in 1986.

HQ OMXS30 Double Long and HQ OMXS30 Double Short are leveraged exchange traded funds that offer twice the return of the daily change in the underlying OMXS30 index. The leverage increases the potential return but also the risk level.

Jenny Rosberg, Deputy CEO at NASDAQ OMX Nordic said, "We are happy to cooperate with HQ Bank in order to expand the range of ETFs available for our investors. ETFs represent an untapped market potential in the Nordic region, and we are planning to launch more products that will give Nordic institutional and retail investors the opportunity to trade world leading brands in their home markets."

Mikael König, CEO at HQ Bank said, "ETFs are the savings form of the future. As trading products, ETFs are complementary to our offering and will give tangible customer value. The ambition is to launch a wide number of ETFs based on NASDAQ OMX's indices going forward. Our aim is to take a leading position within this area."

About Exchange Traded Funds

An Exchange Traded Fund is a security that tracks an index, a commodity or a basket of assets like an index fund, but trades like a stock on an exchange. ETFs are a complement to actively managed funds and provide investors with the possibility to invest in well known global indices in the local currency. In the US, ETFs represent one of the most traded instruments with an annual total turnover of over 9000 billion USD in 2008. In Europe it is one of the fastest growing instruments in recent years and has more than ten folded its turnover since 2002, reaching an annual turnover of over 400 billion EUR in 2008. ETFs have been available in the US since 1993 and in Europe since 1999.

Companies in the OMXS30 index

ABB	HM B	SECU B
ALFA	INVE B	SHB A
ASSA B	LUPE	SKA B
ATCO A	MTG B	SKF B
ATCO B	NDA SEK	SSAB A
AZN	NOKI SEK	SWED A
BOL	SAND	SWMA
ELUX B	SCA B	TEL2 B
ERIC B	SCV B	TLSN
GETI B	SEB A	VOLV B

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 3,700 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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