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June 21, 2010

## NASDAQ OMX Welcomes Odd Molly to the Main Market

**Stockholm, June 21, 2010** — NASDAQ OMX (NASDAQ:NDAQ) announced that Odd Molly AB (ODD), a Small Cap company within the Consumer Discretionary sector, today starts trading of its shares on the main market of NASDAQ OMX Stockholm. Odd Molly is the eleventh company to list on NASDAQ OMX in Europe in 2010, and the twenty-second company to move from First North to the main market. To view and download pictures from today's listing ceremony please visit: <http://bit.ly/cTEgA3>

Odd Molly International AB was founded in 2002 and designs, markets and sells women's clothing & accessories. Odd Molly products are sold in 1,500 boutiques in 38 countries worldwide including Europe, North America, the Middle East, Japan, Australia and New Zealand. In 2009 sales amounted to SEK 329.8 million with an operating profit of SEK 59.2 million.

Jenny Rosberg, Senior Vice President at NASDAQ OMX said, "Odd Molly is an excellent example of a company that has used First North as a steppingstone for growth before making the shift to the main market. Odd Molly has since its First North listing in 2007 had a tremendous development into what is today a household brand name with global presence, and we are very pleased to welcome them today to our main market.

Christina Tillman, CEO Odd Molly commented, "This is the right time for Odd Molly to enter NASDAQ OMX Stockholm's main market. This move puts us in a position to significantly broaden our institutional and international investor base, providing for an increased liquidity in the share. The listing is yet another quality recognition of our business."

### 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/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

*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.*

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