

November 2, 2010

**Exchange Notice****Derivatives – Product Information 96/10****Standardised derivatives Pandora**

As of November 4, 2010 NASDAQ OMX will list standardised options and futures in Pandora A/S (Pandora).

Pandora is a designer, manufacturer, marketer and distributor of hand finished jewellery. Pandora jewellery is sold in more than 47 countries through approximately 10,000 points of sale, including over 260 Pandora branded concept stores.

Options and futures in Pandora will have a term of 3 and 12 months. In NASDAQ OMX's derivative trading and clearing systems, the ticker symbol for Pandora is PNDORA and the underlying code is 5034. For margin calculation purposes, PNDORA is included in group 20 of the parameter value list with a scanning range of +/- 20 percent.

Danske Bank A/S will be quoting prices for options and futures in Pandora.

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NASDAQ OMX Derivatives Markets

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