
February 4, 2011

NASDAQ OMX welcomes HC Holding to First North

Stockholm, February 4, 2011 — NASDAQ OMX (NASDAQ: NDAQ) announces that trading in HC (Header Compression) Sweden Holding AB (short name: HCH) shares will commence today, February 4, on First North at NASDAQ OMX Stockholm. HC Holding belongs to the Information Technology sector and is the first company to be admitted to trading on First North in 2011.

HC Holding develops and manages technology companies in the fields of digital communications. The group currently consists of the wholly-owned subsidiary, Effnet AB, which develops and sells the Effnet Header Compression product family of software applications designed to increase the efficiency, speed, and reliability of Internet Protocol traffic in fixed, mobile, and satellite networks.

Jenny Rosberg, Senior Vice President at NASDAQ OMX said, "We look forward to working with HC Holding to help them attract investor awareness and visibility on both a local and international level. First North is one of Europe's most liquid growth markets where HC Holding will make an interesting investment opportunity within our technology sector."

HC Holding has appointed Remium AB as Certified Adviser.

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About First North

First North is regulated as a multilateral trading facility, operated by the different exchanges within NASDAQ OMX Nordic. It does not have the legal status as an EU-regulated market. Companies at First North are subject to the rules of First North and not the legal requirements for admission to trading on a regulated market. The risk in such an investment may be higher than on the main market.

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 approximately 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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