
December 16, 2011

NASDAQ OMX Iceland welcomes Hagar hf. to its Main Market

The Hagar listing marks the first IPO in Iceland since 2008 collapse

Reykjavik, December 16, 2011 — NASDAQ OMX (NASDAQ: NDAQ) announces that the shares of Hagar hf. (ticker symbol: HAGA) today start trading on the Main Market of NASDAQ OMX Iceland. Hagar is a small cap company within the consumer staples sector. Hagar will be the 14th company to list on NASDAQ OMX European main markets in 2011 and the 1st company to list on NASDAQ OMX Iceland since the collapse 2008.

Hagar is a commercial enterprise operating in Iceland. It operates in all 62 stores and 4 warehouses and employs over 2000 employees in approximately 1300 positions. Under the auspices of Hagar there are among others Iceland's biggest supermarkets Bonus and Hagkaup and franchises of internationally known brands such as Zara, Debenhams, Karen Millen, Warehouse, Top Shop, Oasis, Day, Evans and more.

Páll Hardarson, President at NASDAQ OMX Iceland, said: "The listing of Hagar is a milestone for the company and the Icelandic equity market. Being the first equity listing in Iceland since the collapse in 2008, this event marks a turning point in rebuilding our equity market. It is fitting that Hagar leads the way. As Hagar is the leading retail company in Iceland, most Icelanders have done business with them and know the company well. We are very happy to welcome Hagar to NASDAQ OMX Iceland and look forward to seeing them prosper."

Finnur Árnason, CEO at Hagar commented, "We are thrilled over the good reception of our public share offering. It shows that investors believe in our company and our vision for its future. It is also a testament to the careful preparations in advance of the company's listing. The share offering has ensured the broad shareholder distribution we were hoping for which is appropriate in light of the popularity of our retail chains among the Icelandic public."

Companies belonging to Hagar are operated as independent companies and therefore have different forms of legal entity and culture. For more information about Hagar, visit www.hagar.is.

Arion bank is the financial adviser for Hagar and Arion Bank and Islandsbanki are market makers.

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 3,500 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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