
November 17, 2008

NASDAQ OMX welcomes Generic to First North

Stockholm, November 17, 2008 — The NASDAQ OMX Group, Inc. (NASDAQ: NDAQ), announces that the trading in Generic Sweden AB shares will commence today, November 17, on First North. Generic is the fourteenth company to be listed on First North in 2008, which today comprises 130 companies.

This marks the 11th NGM switch to NASDAQ OMX First North so far. Additional companies have plans to transfer later this year.

Generic offers high-quality consulting services, system solutions and telecommunication services for companies and organizations with high demands on effective and reliable systems for business critical communications. The telecom operator Generic Mobile specializes on message handling for critical communications operating the paging service Minicall and SMS in fixed-line telephone network. The company also holds a unique license for mobile data and voice communication that enables mobile broad band with high speed data transfer. In 2007 the group had sales totaling SEK 230 million and has approximately 200 employees.

“We are pleased that Generic chose First North, one of Europe’s most liquid growth markets,” says Jenny Rosberg, Senior Vice President, NASDAQ OMX. “We hope that more companies will follow their example to take advantage of the visibility and reach we can offer”

Generic Sweden AB, whose short name is GENI, belongs to the Information Technology sector.

About First North

First North is an alternative market, operated by NASDAQ OMX. 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.

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, and with over 3,900 companies, it is number one in worldwide listings among major markets. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market; the OMX Nordic Exchange, including First North; and the 144A PORTAL Market. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and ETFs. NASDAQ OMX technology supports the operations of over 60 exchanges, clearing organizations and central securities depositories in more than 50 countries. OMX Nordic Exchange is not a legal entity but describes the common offering from Nasdaq OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit 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.

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