

# NASDAQ Opening Bell Agenda

Company Name [Ticker]

Date

8:30:00 Guests arrive at the Broadway entrance

8:40:00 Souvenir photos (optional)

9:05:00 Chairman, President and/or CEO, XYZ Company, Opening Bell rehearsal with event director on stage.

9:15:00 NASDAQ Video Presentation

9:22:00 Director, NASDAQ OMX, introduces Senior Executive, TBD, NASDAQ OMX

9:22:30 Remarks from Senior Executive, TBD, NASDAQ OMX; invites Chairman, President and/or CEO, XYZ Company, to podium

9:24:30 Remarks from Chairman, President and/or CEO, XYZ Company.

9:26:30 Senior Executive, TBD, NASDAQ OMX, presents crystal commemorative gift

9:27:00 Guests join Chairman, President and/or CEO, XYZ Company onstage.

9:29:15 Prepare for Opening Bell, face cameras, applause

9:29:50 Ten-second countdown

9:30:00 XYZ Company "Rings NASDAQ Opening Bell" - Press the button, sign screen (this is both fed out via satellite and recorded).

Please note: this is a LIVE broadcast

Photos of group in front of wall

9:30:30 As directed (times may vary) guests leave stage.

9:32:00 Live broadcasts resume

9:35:00 Photos in front of NASDAQ tower (weather and traffic conditions permitting)

NOTE:

- \* Our ceremony takes place in between regularly scheduled live broadcasts.
- \* Please do not direct flash photography toward wall.
- \* Please keep all cell phones and pagers turned off while in the studio.