

NASDAQ Opening and Closing Bell Ceremonies

NASDAQ OMXSM

A Signature Moment

The Opening and Closing Bell ceremonies at the NASDAQ MarketSite® in New York's Times Square serve as a platform to generate exposure for your company, make a news announcement or celebrate corporate milestones. Hosted by a NASDAQ OMX® senior executive, the Opening and Closing Bells allow listed companies to address a wide audience with specific messages. Choreographed by a professional event planner, each ceremony is carefully designed to showcase your company on the NASDAQ Webcam, MarketSite Tower and participating television networks such as CNBC, Bloomberg TV, Fox Business News and many others — reaching millions of viewers worldwide.

When ringing the Opening or Closing Bell at NASDAQ MarketSite, you have access to the following resources and services:

In-studio

- Use of studio and control room staff for broadcast interviews
- Digital Photographer
- Videographer
- Corporate logo on wall as Opening or Closing Bell backdrop
- Display of company stock information
(NASDAQ-listed companies only)
- Company stock quote included in the NASDAQ-100® logo ticker for the day (Opening Bell available for NASDAQ-listed companies only)
- Beverage service



Tower

- Custom welcome message and corporate logo display
- Complimentary tower time to run corporate video
- Live broadcast of network interviews



Interactive

- Live webcast on NASDAQ.com
- Select Opening and Closing Bell photos posted to and archived on NASDAQ.com for one year
- Photo posted on NASDAQ.com homepage on the day of the Opening or Closing Bell Ceremony
- One high-resolution photo posted to NASDAQ.com for use by the media

Media Relations

- Access to financial broadcast media
- NASDAQ OMX Corporate Communications counsel
- Inclusion in the three-day Opening/Closing Bell calendar distributed to the press daily
- Media alert distributed on GlobeNewswireSM
- Broadcast coverage report
- Photos of your event sent to your local dailies and to the wire services

Complimentary Items

- One 5 x 7 Signature Moment photograph framed
- Ten 5 x 7 prints
- One custom engraved crystal
- Souvenir photos for all guests
- Parting gift
- Use of a conference room (subject to availability)

Friends and Family

- NASDAQ OMX invites you to include your friends and family to join the experience of your NASDAQ Opening or Closing Bell Ceremony.
- As a listed company you and your family and friends are welcome to attend any NASDAQ Opening or Closing Bell as audience members.
- If you would like to make arrangements to attend a ceremony the next time you are in New York email NASDAQ MarketSite Events at marketsite.events@nasdaqomx.com.



Staff

- NASDAQ Relationship Manager and/or MID Director
- NASDAQ OMX Senior Executive Host
- Event Producer
- Floor Director
- Full Security Staff during event
- Digital Photographer
- Videographer
- Broadcast Operations Manager
- Wall Operations Manager
- Tower Operations Manager

Overnight Accommodations

NASDAQ OMX recommends staying at any one of the fine hotels under the Morgans Hotel Group (NASDAQ-Listed: MHGC).

Morgans: 237 Madison Avenue +1 212 686 0300
Royalton: 44 West 44th Street +1 212 869 4400
Hudson: 356 West 58th Street +1 212 554 6000



Opening And Closing Bell Optional Services*

- CEO Signature Series Interview \$5,000
- Customized Webcast through Shareholder.comSM \$3,000
- Tower advertising rates upon request
- Additional crystal cost upon request
- Balloon Drop \$4,000
(includes fabrication, materials, labor and staff)
- Confetti \$500
- Catering
(please ask your event planner for menu details and pricing)
- Market Maker Visit complimentary
(please ask your Relationship Manager for more details)
- Purchase event photo prints through NASDAQ Photography Services www.printroom.com/pro/nasdaq

Contact Information

For more information about hosting a NASDAQ Opening or Closing Bell Ceremony, please contact your Relationship Manager.

*Prices do not include New York State sales tax of 8.375% and are subject to change.

www.nasdaq.com/marketsite/index.html

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