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NASDAQ OMX Named Outstanding Data Provider by SIIA Financial Information Services Division

Inaugural Award Recognizes Strong Customer Service and Communication

Washington, D.C. (December 23, 2009) - The Financial Information Services Division (FISD) of the Software and Information Industry Association (SIIA) has presented the inaugural Service Level and Communications Outstanding Data Provider Award to NASDAQ OMX. The award was presented at the FISD General Meeting in New York on December 16.

This award was created by the FISD's Service Level and Communications Working Group and recognizes an exchange or data provider that most closely adheres to the Working Group's Best Practice Recommendations document (http://archive.fisd.net/mdadmin/bpr/FISD_BPR_Exchange_SLAv20.pdf). This document provides suggested guidelines regarding communication and notification sent by exchanges and information providers to their customers and downstream distribution partners for events such as system upgrades, administrative and policy changes, new product introductions, and unplanned interruptions.

In addition to NASDAQ OMX, the Australia Securities Exchange, Deutsche Börse AG, Osaka Securities Exchange and Tokyo Stock Exchange were nominated as finalists for the award.

Randall Hopkins, Senior Vice President of NASDAQ OMX, accepted the award and thanked members of the Working Group for recognizing the exchange. "We work diligently to instill a strong customer service philosophy within our team," Hopkins said. "We view customer service as one of the three key dimensions on which we compete for business. The Best Practice Recommendations provide an excellent guideline for us to use in planning communication with customers of our content."

Tom Davin, Managing Director of FISD, said, "Hearty congratulations are in order for NASDAQ OMX and the other four nominated exchanges. The award recognizes the importance that clients and distributors place on clear and timely communications from their information providers. This award brings additional attention to the value of the Service Level and Communications recommendations as a reference for exchanges and information providers throughout the market data distribution chain."

About FISD
The Financial Information Services Division (FISD) of the Software and Information Industry Association provides a neutral business forum for exchanges, market data vendors, specialist data providers, brokerage firms, investment managers and banks to address and resolve business and technical issues related to the distribution, management, administration and use of market data. Participants use the forum to exchange ideas, build business relationships and improve the business climate associated with the worldwide flow of financial information. For more information, visit www.fisd.net.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit www.siia.net.

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