MEDIA ADVISORY

National Council for Adoption Rings The NASDAQ Stock Market Opening Bell

What:
National Council For Adoption, an adoption advocacy nonprofit that promotes a culture of adoption through education, research, and legislative action, visited the NASDAQ MarketSite in New York City’s Times Square.

In honor of the occasion, Donna D. Conway, Board Member of the National Council For Adoption, will ring the Opening Bell.

Where:
NASDAQ MarketSite – 4 Times Square – 43rd & Broadway – Broadcast Studio

When:
Tuesday, March 22nd, 2011 at 9:15 a.m. to 9:30 a.m. ET

Contact:
National Council for Adoption:
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NASDAQ MarketSite:
Alexandra Honeysett
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Feed Information:
The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C22, 87 degrees West, downlink frequency 4140 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Alexandra Honeysett at (646) 441-5211.

Radio Feed:
An audio transmission of the Opening Bell is also available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

Facebook and Twitter:
For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:
http://www.facebook.com/nasdaqomx
For news tweets, please visit our Twitter page at:
http://twitter.com/nasdaqomx

Webcast:
A live webcast of the NASDAQ Opening Bell will be available at:
http://www.nasdaq.com/about/marketsitetowervideo.asx

Photos:
To obtain a hi-resolution photograph of the Market Open, please go to

**About National Council for Adoption:**
Founded in 1980, the National Council For Adoption (NCFA) is an adoption advocacy nonprofit that promotes a culture of adoption through education, research, and legislative action.

NCFA’s areas of focus are infant adoption, adoption out of foster care, and intercountry adoption. Passionately committed to the belief that every child deserves a nurturing, permanent family, NCFA serves children, birthparents, adoptive families, adoption agencies, U.S. and foreign governments, policymakers, media, and the general public as the authoritative voice for adoption.

**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 approximately 3,600 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).

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