## **PRESS RELEASE**



November 19, 2009

## NASDAQ OMX Stockholm and Valueguard Launch New Housing Price Index

**Stockholm, November 19, 2009** — NASDAQ OMX Stockholm AB, part of the NASDAQ OMX Group (NASDAQ: NDAQ), together with Valueguard today introduced a new suite of housing price index, "NASDAQ OMX Valueguard-KTH Flats" (HOX), based on the price development for privately held flats in Sweden's three largest cities.

The HOX index will increase the transparency of the housing market by providing timely and trustworthy information of the monthly price movements. This is the first step in building a standardized market for financial products with housing prices as the base. In the longer run, households will be able to invest in products that give a return equal to the price changes in the housing markets.

The calculation of the index is done by Valueguard Index Sweden, based on a methodology developed together with the KTH Royal Institute of Technology. The index base value is 100 and the base date is January 2005, and distribution starts today.

"The housing market in Sweden is about the same size as the market capitalization of the entire NASDAQ OMX Stockholm", says Erik Thedéen, President NASDAQ OMX Stockholm. "For most households, the house is the largest asset and we believe that many house-owners could benefit from being able to manage their exposure to this market and to save in financial products with the return linked to house prices".

Håkan Toll, CEO of Valueguard, says: "We are pleased to launch this suite of indices together with NASDAQ OMX. We believe that this is the first step for the introduction of financial products based on these indices that can be used by both professional and retail investors to manage their exposure to this market."

## **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 over 3,700 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 <a href="http://www.nasdagomx.com">http://www.nasdagomx.com</a>.

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. There can be no assurance that the FSA will give the NASDAQ OMX applicant the authorization and permissions which it seeks.

- # -

CONTACTS: The NASDAQ OMX Group, Inc.

Anna Rasin +46 8 405 66 12 anna.rasin@nasdagomx.com

Carl Norell +46 8 405 66 39 carl.norell@nasdagomx.com