



Contact: Jacqueline Dolly
Junior Achievement of New York
212-907-0046 / jdolly@jany.org

Junior Achievement of New York Announces Partnership with The NASDAQ OMX Educational Foundation *Foundation Awards JA New York \$1,000,000 Grant in Support of NY City-wide Business Plan Competition*

NEW YORK - Junior Achievement of New York (JA New York) is the recipient of a \$1 million grant award from The NASDAQ OMX Educational Foundation to help fund growth of the annual JA New York Business Plan Competition (BPC). The grant recognizes the increasing demand for entrepreneurship and business education at the high school level. The third annual JA New York Business Plan Competition will kick-off in spring 2010. The NASDAQ OMX Educational Foundation grant represents a five-year commitment to JA New York to develop and implement enhanced experiential business education programming, which will impact up to 8,100 New York City & Long Island high school students.

Joseph Peri, President of JA New York said, *"We are honored to partner with The NASDAQ OMX Educational Foundation. Their significant and generous support will help us achieve our primary goal to make education relevant, exciting and motivational for young people."*

Since the 2008 launch of JA New York's Business Plan Competition, students' request for rigorous and experiential entrepreneurship programming has exceeded expectations. Over six hundred students from fifteen schools were enrolled in JA New York's 2009 BPC, effectively doubling the previous year's student participation.

"The NASDAQ OMX Educational Foundation, Inc. supports entrepreneurship and capital formation through innovative educational programs," said Joan Conley, Senior Vice President and Corporate Secretary, The NASDAQ OMX Group. She continued, *"The JA New York Business Plan Competition has proven itself to be a great vehicle for nurturing the entrepreneurial spirit of young people by showing aspiring student entrepreneurs what it takes to launch a successful business. We're pleased to help those efforts to provide greater mentoring and support for emerging companies who might one day become a part of NASDAQ."*

The JA New York Business Plan Competition encourages students to work collaboratively in teams to develop and present a competitive and winning business plan that identifies a need in the marketplace and presents a sound business concept to address this need. Junior Achievement volunteers serve as mentors and guides to help the students conceive and develop their plans. In the final round of the competition, students with the best plans are awarded cash prizes and provided with business resource support to help them further develop their enterprising ideas.

NASDAQ also plans to provide volunteer support for several other JA New York programs during the 2010 school year. With the support of The NASDAQ OMX Educational Foundation, JA New York can develop an enhanced and even more relevant experience for students competing in a global economy. Highlights of the Business Plan Competition partnership include:

- NASDAQ corporate volunteers will provide guidance and support to JA New York student teams. Volunteers will teach seven required in-school classroom sessions (45 minutes each) in local high schools to help students develop business plans.
- NASDAQ will host and provide visibility for the final citywide competition at NASDAQ's Times Square site.

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About Junior Achievement of New York, Inc.

Founded in 1929, Junior Achievement of New York, Inc. (JA New York) is the New York affiliate of Junior Achievement Worldwide, the world's largest and fastest-growing organization dedicated to inspiring and preparing young people to succeed in a global economy.

Through a dedicated volunteer network, JA New York provides in-school and after-school programs for students in grades K-12. JA New York's educational programs focus on three key content areas: Entrepreneurship, Financial Literacy, and Work Readiness - *The Three Pillars of Student Success*.

JA New York's in-school and after-school programs serve students in the New York City and Long Island geographic area. Currently, Junior Achievement Worldwide programs serve approximately 9 million students globally. For more information, visit www.jany.org.

About NASDAQ OMX Education Foundation

The mission of the NASDAQ OMX Educational Foundation is to promote learning about capital formation, financial markets and entrepreneurship through innovative educational programs. It was established in New York City in 1994 and is supported entirely by contributions from The NASDAQ OMX Group, Inc.

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 3,800 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>.

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