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**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, NY – 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 program kicked-off in early spring 2010, and is currently moving through a series of lightening competition rounds, with an exciting, final show-down taking place at NASDAQ OMX MarketSite in Times Square on Friday, May 28th. 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 5,400 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 seven hundred students from thirteen schools representing four boroughs in New York City (Manhattan, Bronx, Brooklyn, and Queens) and Long Island submitted entries to the 2010 BPC, a 135 percent increase in the number of students participating in the competition from its first year.

"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. "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 to present a sound business concept to address this need. Junior Achievement volunteers serve as mentors and 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 OMX also plans to provide volunteer support for other JA New York programs during the 2010 school year. With the support of The NASDAQ OMX Educational Foundation, JA New York will develop an enhanced and even more relevant experience for students competing in a global economy.

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About Junior Achievement of New York

For over 80 years, Junior Achievement of New York (JA New York) has delivered economic empowerment programs to NYC and Long Island students. Through a dedicated volunteer network, JA New York provides free K-12 in-school and after-school programs.

Founded in 1929, Junior Achievement of New York is the local 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. Today Junior Achievement Worldwide reaches approximately 9.5 million students globally. Junior Achievement programs focus on three key content areas: work readiness, entrepreneurship, and financial literacy: *The Three Pillars of Student Success*.

For more information about JA New York and its programs, visit www.jany.org.

About the Junior Achievement of New York Business Plan Competition

The Business Plan Competition was originally inspired by an Art & Design High School entrepreneurial contest hosted by JA New York Board Company KPMG.

In 2008 Junior Achievement of New York and G. Chris Andersen, JA Alum & Board Member, co-founded the city-wide JA New York Business Plan Competition. Mr. Andersen saw an opportunity to expand upon KPMG's model by formalizing and creating an entrepreneurship incubator program for high school students and the JA New York Business Competition was born.

Two years and nearly 1,000 students later, the JA New York Business Plan Competition attracted the attention of the NASDAQ OMX Educational Foundation, which saw an opportunity to invest in an, high-impact program economic and business education program that had captured the enthusiasm of NYC and Long Island students .In 2009, The NASDAQ OMX Educational Foundation made a \$1 million grant commitment to JA New York to fund the growth and reach of the Business Plan Competition over a 5-year period in NYC & Long Island.

With the generous support of our partners JA New York's vision is to (a) inspire and seed NYC and Long Island students' interest in entrepreneurship as a pathway to economic and social empowerment and (b) to encourage the use of entrepreneurial thinking to conceive and drive solutions to tackle business and social problems and (c) to reinvigorate the entrepreneurial spirit in a new generation to secure America's place as a global business innovator and technological and economic leader.

By successfully engaging students in entrepreneurial thinking and creativity within a business context, the JA New York Business Plan Competition is designed to make education more relevant and exciting to students by helping them to make connections between what they learn in school and practical applications of this knowledge in the real world.

JA New York is grateful for the support of G. C. Anderson Partners, LLC and pro-bono partners, Angelsoft, AT&T and Columbia Business School.

About NASDAQ OMX Educational 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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