



FOR IMMEDIATE RELEASE
Wednesday, April 13

Junior Achievement Rings NYSE Closing Bell in Honor of Financial Literacy Month

NYSE Euronext Hosts Financial Literacy Week April 11-15

Link to media alert:

<http://www.nyse.com/about/newsevents/1302515608802.html>

Who/What:

On **Wed., April 13**, Buzzy Thibodeaux, Executive Vice President of Junior Achievement USA and Joseph A. Peri, President of Junior Achievement of New York will ring The Closing Bell® at the New York Stock Exchange (NYSE) in honor of Financial Literacy Month, underscoring the importance of financial literacy education among young people.

Additionally, Junior Achievement will participate in a bell ringing ceremony at NYSE Euronext Paris on Thurs., April 14 to celebrate the global partnership between NYSE Euronext and Junior Achievement. Isabelle Andrieu, Director of Entreprendre Pour Apprendre, the French arm of Junior Achievement, will ring the opening bell with NYSE Euronext volunteers and members of BTS INFA, Nogent sur Marne and teacher Mrs. Watigny.

Junior Achievement is one of many organizations participating in bell ringing ceremonies the week of April 11 in conjunction with NYSE Euronext Financial Literacy Week.

When/Where:

Wednesday, April 13, 2011

NYSE Security Checkpoint/Tent at corner of Exchange Place and Broad Street

3:30 p.m. Media escorted into the building for bell ringing

4:00 p.m. The Closing Bell rings

Contact:

Media interested in covering the bell ringing MUST contact **Judy Shaw at 212.656.4290 or jshaw@nyx.com**.

Photo/Video:

Photos available via Associated Press/New York (212.621.1902), Reuters America (646.223.6285) and Bloomberg Photo (212.617.3420). The Closing Bell (starting at 3:55 p.m.) feed is available via Ascent loop #4009. Media seeking footage via The Switch should contact NYSE Broadcast at 212.656.5483.

Facebook/Twitter/YouTube:

For photos and video of events related to NYSE Financial Literacy Week, connect with NYSE Euronext on Facebook ([NYSE Euronext-Official Site](#)), Twitter ([@NYSE Euronext](#)) ([@JANewYork](#)) ([@MyAchievement](#)) and YouTube ([MYJANYTV](#)) ([nysetv1](#)). Follow tweets at hashtag #FinancialLiteracyMonth.

About Junior Achievement

Junior Achievement empowers young people to own their economic success, and currently impacts four million U.S. youth. JA's K-12 experiential programs focus on financial literacy, work readiness and entrepreneurship, and are typically delivered by a volunteer from the local business community. Junior Achievement works closely with the business and education communities to enhance the relevance of education—helping young people connect what they learn in school to life after graduation.

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