

MEDIA ADVISORY

Dr. Mark Thornton, President of the Sarcoma Foundation of America, to Ring The NASDAQ Stock Market Opening Bell

4 Times Square
(corner 43rd & Broadway)
New York, NY 10036
tel 646 441 5200

What:

The Sarcoma Foundation of America, a non-profit charitable organization advocating for increased research to discover new and improved therapies with which to treat patients with Sarcoma, will visit the NASDAQ MarketSite in New York City's Times Square. The Sarcoma Foundation will ring the Opening Bell in celebration of their annual Fundraising Gala to be held May 2nd at New York City's Cipriani 42nd Street.

In honor of the occasion, Dr. Mark Thornton, President of the Sarcoma Foundation of America, will ring the Opening Bell.

Where:

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

When:

Tuesday, April 26th, 2011 – 9:15 a.m. to 9:30 a.m. ET

Contact:

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NASDAQ MarketSite:

Jen Knapp
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Jennifer.knapp@nasdaqomx.com

Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C20, 87 degrees West, downlink frequency 4140 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden at (646) 441-5045.

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.aspx>

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

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About The Sarcoma Foundation of America:

The Sarcoma Foundation of America (SFA), a 501(c)(3) nonprofit charitable organization, is an advocate for increased research to find new and better therapies with which to treat patients with sarcoma. The organization raises money to privately fund grants for sarcoma researchers and conducts education and advocacy efforts on behalf of sarcoma patients. For more information, please visit www.curesarcoma.org.

About NASDAQ OMX:

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