



Frequently Asked Questions

What are webcast “Advisory Releases?”

We are using the term “Advisory Releases” to specifically define a client-issued press release that is announcing an upcoming webcast. One Advisory Release is included with each Shareholder.com webcast.

Will the distribution of Advisory Releases comply with RegFD?

Yes. Advisory Releases are distributed in a broad, non-exclusionary method as specified by the SEC for RegFD.

How do Shareholder.com clients subscribe to this service?

There are a couple quick “sign-up” steps for clients to work out with their Shareholder.com Client Account Manager. Please refer to the *Advisory Release Guide* for details.

Most clients already issue Advisory Releases. What makes our Advisory Releases unique?

Because Shareholder.com and GlobeNewswire have integrated technology, we’re now able to automatically populate client Advisory Releases with all pertinent event and webcast information. This saves time and reduces errors.

More importantly, our Advisory Releases have an embedded “Add to Outlook” calendar scheduling link to facilitate stakeholders and media participation on the client webcast. This “Add to Outlook” link will work within online news portals such as Yahoo!Finance and Marketwatch. In addition, we will record the number of people who add the event into their Outlook calendar – offering a new metric on news distribution success.

Lastly, as a final time-saver, Advisory Releases can be automatically posted onto your IR website and email broadcasted to your distribution lists.

Who is responsible for creating the Advisory Release?

Clients will be able to “cut & paste” their content into the Advisory Release section in Shareholder.com Dialogue. We built a very intuitive process.

What security checks are there to assure an Advisory Release is not distributed by Shareholder.com or GlobeNewswire in error?

No Advisory Release will ever be distributed without verbal confirmation between the issuing client and a GlobeNewswire Editor.

Client-side, who approves the Advisory Release?

Clients MUST identify a single contact to be called for verbal confirmation. This contact can change per Advisory Release per the client’s internal needs.

How flexible is the Advisory Release template?

The pre-populated event details - *date, time, webcast URL, Add to Outlook link and phone numbers*- are "locked", but all the other elements within the Advisory Release are open and should meet most client needs for this type news release. Also, this template works with the requirements of news portals and datafeeds.

The image shows a screenshot of a NASDAQ investor relations webcast announcement. On the left side, there are four callout boxes with red lines pointing to specific parts of the announcement. The first callout points to the headline and subhead, stating: "Cut & paste" event headline, subhead and lead paragraph into appropriate form fields. The second callout points to the date, time, and webcast URL, stating: Event date, time, webcast URL and "add-to-Outlook" link are automatically generated. The third callout points to the phone numbers and closing paragraphs, stating: Use drop-down menus for phone numbers and "cut & paste" closing paragraphs into appropriate form fields. The fourth callout points to the "About" section, stating: "About," "safe harbor" and contact information is automatically populated from a default template or may edited/entered each time.

NASDAQ HOLDS THIRD QUARTER 2007 INVESTOR AND MEDIA CONFERENCE CALL

NASDAQ (NASDAQ: NDAQ) has scheduled its Third Quarter 2007 results announcement for Wednesday, October 24, 2007. Robert Greffeld, President & Chief Executive Officer and David Warren, Chief Financial Officer will be reviewing NASDAQ's Third Quarter 2007 Financial Results.

Date: October 24, 2007
Time: 10:00 AM ET

Listen via Internet: <http://ir.nasdaq.com>

Schedule this webcast into MS-Outlook calendar (click open when prompted):
<http://apps.shareholder.com/PNWOutlook/t.aspx?m=277574x-88810838>

Telephone: 866.765.6327
International: 913.312.6621
Password: NASDAQ

An audio replay of the conference will be available after the call on the NASDAQ Investor Relations website at <http://ir.nasdaq.com/> or by dialing 888.203.1112 (U.S.) or 719.457.0820 (International), Passcode: 4442745

Note: The press release for Third Quarter 2007 results will be posted on the NASDAQ Investor Relations website at <http://ir.nasdaq.com/> on Tuesday, October 24, 2007 at around 7:00 a.m. ET.

About NASDAQ
NASDAQ is the largest U.S. electronic stock market. With approximately 3,200 companies, it lists more companies and, on average, trades more shares per day than any other U.S. market. It is home to companies that are leaders across all areas of business including technology, retail, communications, financial services, transportation, media and biotechnology. NASDAQ is the primary market for trading NASDAQ-listed stocks. For more information about NASDAQ, visit the NASDAQ Web site at <http://www.nasdaq.com> or the NASDAQ Newsroom at <http://www.nasdaq.com/newsroom/>.

Cautionary Note Regarding Forward-Looking Statements
Information set forth in this communication contains forward-looking statements, which involve a number of risks and uncertainties. NASDAQ cautions readers that any forward-looking information is not a guarantee of future performance and that actual results could differ materially from those contained in the forward-looking information. Such forward-looking statements include, but are not limited to, statements about the proposed transaction, NASDAQ's ability to implement its strategic and business initiatives, expectations and intentions and other statements that are not historical facts. Additional risks and factors are identified in NASDAQ's filings with the U.S. Securities Exchange Commission (the "SEC"), including its Report on Form 10-K for the fiscal year ending December 31, 2006 which is available on NASDAQ's website at <http://www.nasdaq.com> and on the SEC's website at <http://www.sec.gov>. NASDAQ undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

NDAQF

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Can clients broaden the distribution network?

Yes. GlobeNewswire has many newlines: local, national, global and vertical. Please discuss this pre-scheduling or with the GlobeNewswire Editor during the first confirmation call. Broader distribution will occur a fee.

What is the process to edit or correct an Advisory Release after it has been submitted to a GlobeNewswire Editor?

BEFORE an Advisory Release has crossed the wire, clients will work directly with their GlobeNewswire editor to edit any content. There is no additional fee.

AFTER the Advisory has crossed the wire, an entirely new "UPDATING AND CORRECTING" Advisory Release must be issued. Clients will work directly with their GlobeNewswire editor. There is a \$395 fee.

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