

## NASDAQ OMX welcomes ZetaDisplay to First North Premier

**Stockholm, April 4, 2011** - NASDAQ OMX (NASDAQ: NDAQ) announces that trading in ZetaDisplay AB (short name: ZETA) shares will commence today, April 4, on the First North Premier segment at NASDAQ OMX Stockholm. Companies on First North Premier commit to follow the disclosure rules of NASDAQ OMX Nordic main markets, and to apply International Financial Reporting Standards (IFRS) for accounting and financial reports.

ZetaDisplay operates in the rapidly growing market for Digital Signage, which focuses on the digitising of in-store communication within the retail and service sectors. ZetaDisplay offers complete solutions for Digital Signage which include software, services and digital systems. Since it was founded in 2003 the company has become a leading Nordic supplier of Digital Signage, with subsidiaries in Denmark, Finland and Norway. For more information about ZetaDisplay visit [www.zetadisplay.se](http://www.zetadisplay.se).

Jenny Rosberg, Senior Vice President at NASDAQ OMX said, "ZetaDisplay will make a great addition to First North, where we continue to see a steady inflow of new companies. We look forward to working with ZetaDisplay to attract investor awareness and visibility around their company, at what is today one of Europe's most liquid growth markets".

ZetaDisplay's CEO, Leif Liljebrunn, commented, "The listing of ZetaDisplay at First North will improve our opportunities to expand both in existing and new markets through increased visibility and trust around our brand. Moreover, today's listing should also be seen as a step towards the main market at NASDAQ OMX Stockholm".

ZetaDisplay belongs to the Information Technology sector and is the 28th company to qualify for the First North Premier segment. ZetaDisplay has appointed Erik Penser Bankaktiebolag as Certified Adviser.

### About First North

First North is a regulated multilateral trading facility, operate by the different exchanges within NASDAQ OMX Nordic. It does not have the legal status as an EU regulated market. Companies at First North are subject to the rules of First North and not the legal requirements for admission to trading on regulated market. The risk in such an investment may be higher than on the main market.

### 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 approximately 3,600 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>. Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

### Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about NASDAQ OMX's products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond NASDAQ OMX's control. These factors include, but are not limited to factors detailed in NASDAQ OMX's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.

### NASDAQ OMX Media contacts:

Carl Norell +46 (8) 405 66 39  
[carl.norell@nasdaqomx.com](mailto:carl.norell@nasdaqomx.com)