

Photo Release -- NASDAQ Welcomes TubeMogul, Inc. (NASDAQ: TUBE) to The NASDAQ Stock Market

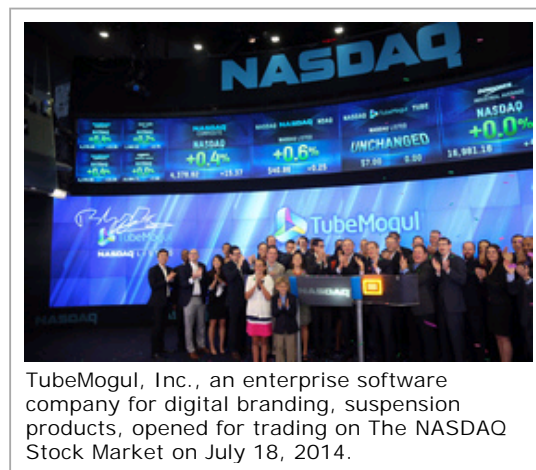
NEW YORK, July 18, 2014 (GLOBE NEWSWIRE) -- The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) announced that trading of TubeMogul, Inc. (Nasdaq:TUBE) commenced on The NASDAQ Stock Market on July 18, 2014.

A photo accompanying this release is available at
<http://www.globenewswire.com/newsroom/prs/?pkgid=26570>

TubeMogul is an enterprise software company for digital branding. By reducing complexity, improving transparency and leveraging real-time data, our platform enables advertisers to gain greater control of their digital video advertising spend and to achieve their brand advertising objectives.

"TubeMogul is transforming the advertising service industry with its innovative platform that allows customers to take control of their video advertising and scale it globally," said Nelson Griggs, Senior Vice President, Corporate Client Group, NASDAQ OMX. "We congratulate the company on its initial public offering and we are proud to welcome TubeMogul to the NASDAQ family."

By listing with NASDAQ, TubeMogul, Inc. joins many of the world's largest and most revolutionary technology companies. NASDAQ has been the exchange of choice to over 70 percent of technology companies listed in the U.S. markets.



TubeMogul, Inc., an enterprise software company for digital branding, suspension products, opened for trading on The NASDAQ Stock Market on July 18, 2014.

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About The NASDAQ OMX Group

NASDAQ OMX (Nasdaq:NDAQ) is a leading provider of trading, exchange technology, information and public company services across six continents. Through its diverse portfolio of solutions, NASDAQ OMX enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. NASDAQ OMX is home to more than 3,400 listed companies with a market value of over \$8.5 trillion and more than 10,000 corporate clients. To learn more, visit www.nasdaqomx.com.

The photo is also available via AP PhotoExpress.

NDAQG

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Source: The NASDAQ OMX Group, Inc.

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