



NBC Sports Group Chairman Mark Lazarus and NHL Commissioner Gary Bettman, Along With NBC and VERSUS NHL Commentator Eddie Olczyk, to Ring the NASDAQ Stock Market Closing Bell

ADVISORY, Sept. 30, 2011 (GLOBE NEWSWIRE) --

What:

To celebrate of the start of 2011-12 National Hockey League season, NBC Sports Group Chairman Mark Lazarus, NHL Commissioner Gary Bettman, NBC Sports and VERSUS NHL Commentator Eddie Olczyk, along with NBC Sports and VERSUS Programming President Jon Miller and NHL Senior Vice President of Player Safety & Hockey Operations Brendan Shanahan, will visit the NASDAQ MarketSite in New York City's Times Square to officially ring The NASDAQ Stock Market Closing Bell.

Where:

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

When:

Monday, October 3rd, 2011 — 3:45 p.m. to 4:00 p.m. ET

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Feed Information:

The entire Closing Bell is available from 3:50 p.m. to 4:05 p.m. on AMC-3/C-3 (dl 3760H). The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jen Knapp (212) 401-8916.

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 Closing Bell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.aspx> or <http://social.nasdaqomx.com>.

Photos:

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

About NHL Commissioner Gary Bettman:

Gary B. Bettman, the first elected Commissioner in National Hockey League history, has directed the League to a series of major advancements since his tenure began on February 1, 1993. At the time Commissioner Bettman assumed office, NHL Clubs competed in 14 U.S. markets. In less than a decade, the League expanded to 30 Clubs, reaching 21 major U.S. markets. Regular-season attendance, which was just over 14 million in 1993, has exceeded 20 million in consecutive seasons since 1999-00. Consequently, total League revenue has grown from \$732 million in 1993 to a projected \$2.9 billion (USD) for 2010-11 while League merchandise sales have grown from \$275 million in retail dollars to over \$1.3 billion.

Commissioner Bettman has expanded League visibility, driven fan engagement and mobilized sponsorship participation to unprecedented levels in North America and abroad. To launch the 2007-08 season, the Commissioner introduced the "Premiere Games" series, setting an international stage for NHL regular season games in prominent European cities. Under the Commissioner's direction, NHL players stocked the rosters of world-class teams in the Olympic Winter Games in 1998, 2002, 2006 and 2010. As testament to growing international exposure, NHL games are now televised in more than 160 countries worldwide.

About NBC Sports Group Chairman Mark Lazarus:

As Chairman, NBC Sports Group, Mark Lazarus oversees the NBC Sports Group's portfolio of multi-platform assets (broadcast, cable, regional and digital) that was formed upon the closing of Comcast and General Electric's joint venture that merged the assets of NBCUniversal and Comcast. The newly-formed NBC Sports Group now consists of NBC Sports, Golf Channel, VERSUS, 11 Comcast SportsNets (regional sports networks) and their respective digital assets.

As the leader of the NBC Sports Group, Lazarus manages partnerships with many of the most-prestigious properties in sports, including the International Olympic Committee and United States Olympic Committee, the NFL, NHL, PGA TOUR, USGA, PGA of America, Notre Dame, Churchill Downs and many more. Lazarus was integral in NBCUniversal's recent acquisition of media rights to four Olympic Games (2014, 2016, 2018 and 2020) and its new 10-year agreement with the NHL.

About NBC Sports and VERSUS NHL Commentator Eddie Olczyk:

Eddie Olczyk is currently in his sixth season as lead commentator for the NBC Sports Group's NHL coverage on NBC and VERSUS. He is part of the primary announce team, along with Mike 'Doc' Emrick and Pierre McGuire, that calls all games on NBC and games every Wednesday night on VERSUS, soon to be named the NBC Sports Network. Olczyk played 16 years in the NHL for Chicago, Pittsburgh, Toronto, Los Angeles, Winnipeg and won the Stanley Cup with the New York Rangers in 1994. Additionally, Olczyk was the head coach of the Pittsburgh Penguins from 2003-2005.

About NBC Sports and VERSUS Programming President Jon Miller:

Jon Miller, who has been with NBC for more than three decades, oversees programming and is prominently involved in sales for both NBC Sports and VERSUS. Miller, who is credited for co-creating the NHL Winter Classic — an event that the New York Times said, "has stolen New Year's Day" — oversees more than 8,000 hours of yearly programming on NBC Sports and VERSUS, including the NHL, PGA Tour, USGA championships (U.S. Open and U.S. Women's Open), Ryder Cup, Presidents Cup, Kentucky Derby, Preakness Stakes, French Open, Wimbledon, Notre Dame football, Tour de France and IndyCar Series.

About NHL Senior Vice President of Player Safety & Hockey Operations Brendan Shanahan:

Brendan Shanahan is currently the senior vice president of player safety and hockey operations at the National Hockey League. Shanahan works with Senior Executive Vice President of Hockey Operations Colin Campbell and his staff providing insights from a player's perspective on trends that have emerged and those that might develop. In addition, he works with Chief Operating Officer John Collins and his staff on the NHL's marketing efforts to fully integrate and maximize the interests of the game and the players. Shanahan also handles special projects as determined by Commissioner Bettman and Deputy Commissioner Bill Daly.

Known as one of the most prolific goal scorers in National Hockey League history, Brendan Shanahan ended his 21-year ice hockey career as a three-time Stanley Cup champion, an eight-time All-Star, a six-time 40-goal scorer, the League's 11th-leading goal scorer with 656 and its 23rd-leading point producer with 1,354 career points. He also won Olympic Gold with Canada at the 2002 Winter Games in Salt Lake City and was awarded the King Clancy Trophy for his off-ice humanitarian work

in 2002-03.

About NASDAQ OMX:

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