



## Off-Broadway's "How to Be a New Yorker" to Ring The NASDAQ Stock Market Closing Bell

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### What:

"How to Be a New Yorker", an **Off-Broadway** comedy that shows audiences everything they ever needed to know about what it takes to be a real New Yorker, will visit the NASDAQ MarketSite in Times Square.

In honor of the occasion, **the show's stars Margaret Copeland and Kevin James Doyle** will ring the Closing Bell.

### Where:

NASDAQ MarketSite — 4 Times Square — 43<sup>rd</sup> & Broadway — Broadcast Studio

### When:

Tuesday, October 30<sup>th</sup>, 2012 — 3:45 p.m. to 4:00 p.m. ET

### Contact:

Jim Randolph  
212-704-9894  
[JIMRBEA@aol.com](mailto:JIMRBEA@aol.com)

### NASDAQ MarketSite:

Jen Knapp  
(212) 401-8916  
[Jennifer.knapp@nasdaqomx.com](mailto:Jennifer.knapp@nasdaqomx.com)

### Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West18 mhz Lower  
DL 3811 Vertical  
FEC 3/4  
SR 13.235  
DR 18.295411  
MOD 4:2:0  
DVBS QPSK

### 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/NASDAQ>.

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>.

### Photos:

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

### About "How to be a New Yorker":

You too can experience the privilege, respect and air of superiority enjoyed by millions who call themselves New Yorkers. But it requires training, even if you were born here. Let us show you how to develop the instincts for disdainful glances, peevish muttering and innate rudeness that distinguish true New Yorkers. Under the direction of OBIE Award winner Robert Ross Parker, the hilarious new comedy HOW TO BE A NEW YORKER shows audiences everything they ever needed to know about what it takes to be a real New Yorker, or at least not stand out as a tourist. Actors/Comedians and licensed NYC tour guides, Margaret Copeland and Kevin James Doyle, take you on a whirlwind comedic romp filled with stories from the world's largest landfill in Staten Island to the home of the Bronx Bombers. Full Italian **dinner or** lunch is catered by Sophia's Ristorante Italiano - a NYC tradition. Whether you're a local, transplant or tourist, HOW TO BE A NEW YORKER is fun for everyone!

### About NASDAQ OMX Group:

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 23 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.99+% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit [www.nasdaqomx.com](http://www.nasdaqomx.com). Follow us on Facebook ([www.facebook.com/NASDAQ](http://www.facebook.com/NASDAQ)) and Twitter ([www.twitter.com/nasdaqomx](http://www.twitter.com/nasdaqomx)). (Symbol: NDAQ and member of S&P 500)

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Source: The NASDAQ OMX Group, Inc.

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