

Baby Quest to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Aug. 13, 2013 (GLOBE NEWSWIRE) --

What:

Baby Quest Foundation, a Los Angeles-based 501 c (3) charity dedicated to granting financial assistance to those who cannot afford the high costs of fertility treatments such as egg and sperm donation, artificial insemination, in vitro fertilization, and surrogacy, most of which are generally not covered by insurance, will visit the NASDAQ MarketSite in Times Square.

In honor of the occasion, Baby Quest Founder, Pamela Hirsch, spokeswoman, America Olivo, actress from Broadway and film, and her husband, actor, Christian Campbell, will ring the Opening Bell. The charity has been endorsed by many celebrities who will be in attendance at the bell ringing including members of the cast of *White Collar*: Matt Bomer and Wille Garson; Hollywood starlets Elaine Hendrix, Kristina Klebe & Samira Wiley; cast members from several Broadway productions such as *Wicked*, *Chicago*, and *Spiderman*; television personality, Alan Cumming; and television personality, Rosie Pope.

Where:

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

When:

Wednesday, August 14, 2013 — 9:15 a.m. to 9:30 a.m. ET

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Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West
18 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 Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx>.

Photos:

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

About Baby Quest:

Baby Quest was established in 2011 by Pamela Hirsch and her daughter, Nicole Lawson. After watching Nicole endure several years of treatments for infertility, Pamela realized that, although one in eight women seek some type of assisted reproduction procedure, the treatments are costly and, often out of the reach of so many, making infertility an issue of class.

Baby Quest has primarily been sustained by contributions from individuals. With support from spokeswoman, America Olivo, actress from Broadway and film, and partnerships with Success Meds and Ferring Pharmaceuticals, Baby Quest hopes to enlarge its grant program and increase public awareness of the condition of infertility.

Within less than two years, the group has granted awards to thirteen applicants throughout the United States. A Reno couple delivered the first Baby Quest baby in March 2013. Two more deliveries are expected in November, one in Portland and the other in Little Rock, with many more to come, hopefully.

About NASDAQ OMX Group:

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