

NASDAQ OMXSM Global Data Products excels at providing innovative data products and services to the trading community. Traders can realize more profit potential and efficiency through NASDAQ OMX's superior technological speed and unsurpassed market transparency.

Direct Access to Premium Information Tools

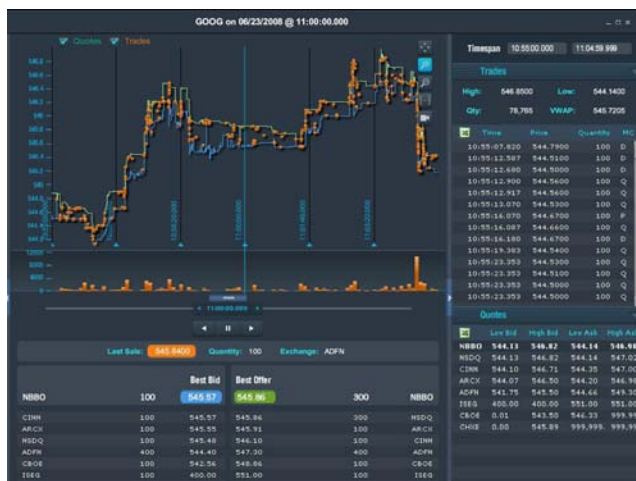
The NASDAQ Technology Services' DataStore enables customers to instantly access NASDAQ OMX's unique data products, even if your market data provider does not yet offer those products. Each data product is individually priced so you select the tools you want.

Simply subscribe online at data.nasdaqomx.com or contact your Market Data Representative and receive access to NASDAQ OMX's most innovative offerings.

Offering a Wide Range of Products for your Trading Needs

NASDAQ Market Replay

NASDAQ Market Replay, a market analysis tool, provides an extremely powerful replay of consolidated market conditions for best-execution validation, Reg-NMS compliance and investor education. It allows users to rewind and re-examine the market at any point in time, providing the chance to review missed opportunities, confirm execution quality and monitor Reg-NMS compliance. Users can navigate through time and replay events in real-time or speed them up and slow them down. Market Replay even allows users to zoom down to the sub-second level to see and analyze the detail of every market update, even those that last less than a millisecond.



NASDAQ Market Pathfinders

Voted **"Best New Data Product of the Year"** at the 2009 Inside Market Data Awards! NASDAQ Market Pathfinders is a real-time market sentiment indicator based on the buying and selling patterns of NASDAQ[®] market participants.

Using NASDAQ trade data, this product identifies "Pathfinders" that are actively buying or selling a large volume of shares in a particular security in the anticipation of a price increase or decrease.

View the number of Pathfinders that are bullish versus bearish on a stock. Monitor the ratio of shares bought versus sold by Pathfinders. Create and monitor a portfolio of stocks and receive periodic updates of the Market.

Issue	Buy Count	Sell Count	Buy/Sell Ratio	Buy Volume	Sell Volume	Buy/Sell Ratio
NDAQ	2	2	5:5	1,000	200	5:1
QQQQ	18	13	6:4	1,127,767	533,436	7:3
YHOO	12	18	4:6	32,874	80,242	3:7
CSCO	6	4	6:4	33,592	15,113	7:3
GOOG	26	13	7:3	51,826	15,997	8:2

Issue	Pathfinder Count	Count Ratio (B:S)	Pathfinder Volume	Volume Ratio (B:S)
NDAQ	4	5:5	1,200	6:2
QQQQ	31	6:4	1,641,201	7:3
YHOO	18	4:6	92,316	3:7
CSCO	10	6:4	48,709	7:3
GOOG	39	7:3	67,823	8:2

Velocity® and Forces®

NASDAQ Market Velocity® and NASDAQ Market Forces® measure levels of pre-trade interest and market activity in real time to indicate liquidity opportunities and market momentum in individual securities.

Market Velocity measures the current activity by monitoring aggressively priced orders entering NASDAQ trading systems — many of which do not show up in a traditional quote feed.

A complement to Market Velocity, Market Forces indicates whether trading interest is surging in buy or sell orders to provide an indication of the direction of the security. Traders can use Market Velocity and Forces to determine which stocks are hot and when to place buy and sell orders to secure the best prices.



BookViewer

Achieve better trade performance by viewing the top buy and sell orders for securities listed on NASDAQ, NYSE and other regional stock exchanges. Powered by NASDAQ TotalView®, BookViewer is the standard-setting data product for the serious trader, allowing users to see much more depth than Level 2 data typically offers. The data — which is comprised of all order activity in the NASDAQ system — can be aggregated either by price level or by MPID. Orders received into NASDAQ's book are immediately visible on BookViewer.

BUY ORDERS				SELL ORDERS			
Time	MPID	SHARES	BID	ASK	SHARES	MPID	Time
13:37:38	NSDQ	100	36.08	36.08	100	STRD	13:38:20
13:38:10	NSDQ	200	36.07	36.08	100	NSDQ	13:38:04
13:38:24	NSDQ	100	36.07	36.08	100	NSDQ	13:38:04
13:38:25	NSDQ	200	36.06	36.10	400	NSDQ	13:37:56
13:38:22	NSDQ	900	36.05	36.10	100	NSDQ	13:38:04
13:37:11	LEHM	100	36.03	36.10	100	NSDQ	13:38:04
13:37:12	MSCO	300	36.03	36.10	100	NSDQ	13:38:04
12:25:12	NSDQ	100	36.03	36.10	200	NSDQ	13:38:09
13:37:20	NSDQ	100	36.03	36.11	100	STRD	13:37:32
13:32:25	NSDQ	100	36.02	36.11	100	NSDQ	13:38:05
13:37:45	NSDQ	700	36.02	36.12	100	NSDQ	13:38:10
13:37:49	NSDQ	200	36.02	36.13	100	NSDQ	13:37:11
11:12:50	BOFA	100	36.00	36.14	100	NSDQ	13:38:05
9:41:12	COWN	100	36.00	36.14	100	NSDQ	13:37:15
13:09:56	KBWI	100	36.00	36.14	100	NSDQ	13:38:05

Trade Ads

Trade Ads enables market participants to advertise in real time their trade and share volume in a stock. Institutional and other knowledgeable investors can use Trade Ads to uncover which market participants have the most extensive, up-to-date experience trading a stock and which ones are most likely to have access to the liquidity required to execute large orders. Trade Ads includes the trade and share volume for all U.S. equities that trade on NASDAQ systems.



Daily Share Volume*(DSV)

Track market participants' trading activity in specific stocks, indexes and sectors on a daily basis. This capability allows users to make better educated routing and trading decisions for all U.S. equities that are traded on NASDAQ's systems.

- Credible Data — Daily Share Volume data is the “gold-source” — obtained from trades executed on NASDAQ and from all trade reports directly entered into the FINRA/NASDAQ Trade Reporting Facility™. (ACTSM technology).

- Customizable Reports — DSV reports can be customized by exchange and sorted by volume or symbol. These reports can be organized by market participant, issue, composite, index or sector.

*Pending SEC approval.



Net Order Imbalance Indicator (NOII)

View data that provides transparency into the NASDAQ Opening Cross, Closing Cross, IPO Cross and Halt Cross. This easy-to-use web-based interface provides users with invaluable details about the opening and closing orders and the likely opening and closing prices of a security — insight that can help reveal new trading opportunities.

Time	Symbol	Paired Shares	Imbalance Shares	Imbalance Side	Current Reference Price	Near Indicative Clearing Price	Far Indicative Price	No Indicative Price	Price Variance Indicator	Opening Cross Volume	NOOP
09:29:49	AAPL	203,665	0	N	\$83.91	\$83.91	\$83.91		0 - 0.99%	220,562	\$84.00
09:29:49	AMZN	39,922	1,251	S	\$38.31	\$38.30	\$38.30		1 - 1.99%	41,173	\$38.30
09:29:49	EBAY	159,785	6,210	B	\$30.35	\$31.39	\$31.39		0 - 0.99%	164,870	\$31.39
09:29:49	YHOO	143,450	2,424	S	\$30.14	\$30.12	\$30.11		1 - 1.99%	145,874	\$30.11
09:29:49	ORCL	240,970	0	N	\$16.15	\$16.15	\$16.15		0 - 0.99%	231,834	\$16.13
09:29:49	MSFT	143,450	2,424	S	\$30.14	\$30.12	\$30.11		1 - 1.99%	145,874	\$30.11
09:29:49	INTC	39,922	1,251	S	\$38.31	\$33.30	\$38.30		1 - 1.99%	41,173	\$38.30
09:29:49	SBUX	143,450	3,424	S	\$30.14	\$30.12	\$30.11		1 - 1.99%	145,874	\$30.11
09:29:49	DELL	240,970	0	N	\$16.15	\$16.15	\$16.15		0 - 0.99%	231,834	\$16.13

Volume-Weighted Average Price - (VWAP)

NASDAQ VWAP uses real-time consolidated data to calculate the average price of trades in any security at a given time of day by dividing the total dollar value of all trades by the total trading volume. NASDAQ VWAP gives the up-to-the-minute VWAP from the start of the trading day, showing benchmarking information to help investors track their execution performance.

Issue	Date	Start Time	End Time	Total Volume	VWAP	Last Price	High	Low
QQQQ	6/4/2009	09:30	16:00:00	15,812,082	\$36.49	\$36.51	\$36.67	\$36.34
GOOG	6/4/2009	09:30	16:00:00	604,283	\$436.72	\$436.67	\$438.30	\$434.50
INTC	6/4/2009	09:30	16:00:00	6,568,915	\$16.14	\$16.10	\$16.25	\$15.97
DAVE	6/4/2009	09:30	16:00:00	812	\$6.50	\$6.45	\$6.56	\$6.45