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## NASDAQ Private Market Expands Senior Leadership Team

*Carine Schneider to Head Equity Management Solutions*

*Cyndi Rodriguez Appointed Chief Legal Officer*

**NEW YORK and SAN FRANCISCO, November 22, 2013** – NASDAQ Private Market, LLC (NPM) announced today two new appointments to its senior leadership team: Carine Schneider will head NPM's Equity Management Solutions and Cyndi Rodriguez will serve as Chief Legal Officer. Both will be based in San Francisco. NPM will be the new capital market for leading private companies, bringing unprecedented efficiency, transparency and scale to the marketplace.

"We are excited to have Cyndi and Carine join NPM as we develop this market with Cyndi's strong regulatory background and Carine's expertise in equity plan management," said Greg Brogger, President of NPM. Ms. Schneider and Ms. Rodriguez will report to Mr. Brogger, and Ms. Rodriguez will also report to Edward S. Knight, Chief Regulatory Officer and General Counsel, NASDAQ OMX.

"NASDAQ OMX has a deep history of supporting the growth and development of the world's most innovative companies for their entire life cycle," said Bruce Aust, Executive Vice President, Corporate Client Group, NASDAQ OMX. "NPM will be the first of many ways by which we can partner with and provide value to private companies."

Ms. Schneider is an industry veteran with established leadership in equity plan management. She will work directly with NPM's corporate clients to enhance the management of their employee equity plans and capitalization table software solutions, and integrate them into NPM's equity management solution. Ms. Schneider was previously the CEO of EASi, a leading provider of global stock plan tracking and reporting software; co-founder and CEO of Global Shares, an independent provider of global stock plan administration services; and a Partner with PricewaterhouseCoopers. She has also held senior level management positions with Morgan Stanley, Towers Watson, and Oracle. Ms. Schneider received her bachelor's degree from the University of California, Santa Cruz.

Ms. Rodriguez joins NPM from the U.S. Securities and Exchange Commission. She will oversee regulatory compliance, interact with companies exploring their capital and security transaction needs, and lead NPM's participation in policy issues affecting the private capital market. While at the SEC, Ms. Rodriguez held various senior positions including the Deputy Chief of Staff, Counsel to SEC Commissioners, and Special Counsel in the Division of Trading & Markets. She advised and helped implement various policy and rulemakings, including those under the Jumpstart Our Business Startups Act and the Dodd-Frank Wall Street Reform and Consumer Protection Act. Ms. Rodriguez also worked in private practice. Ms. Rodriguez earned a J.D. from The University of Texas School of Law and a Bachelor of Arts from The University of Texas at Austin.

### **About NASDAQ Private Market:**

NASDAQ Private Market, LLC (NPM) will be the new capital market for leading private companies. Through its affiliated multi-broker-dealer network and partners, NPM will connect companies with a global community of investors, and provide an integrated equity solution to manage everything from structured liquidity programs to stock plan administration. Whether a company seeks to optimize an eventual IPO or remain private permanently, NPM will provide complete capital market support to meet its

needs. For eligible investors and shareholders, NPM will be a place to discover and engage with some of the most exciting private companies.

Securities related services will be offered through a registered broker-dealer and alternative trading system affiliated with NPM called NPM Securities, LLC (NPMS). NPMS is currently undergoing the regulatory application process and is not yet in operation. Securities offered through NPMS are not listed or traded on The NASDAQ Stock Market LLC.

**About NASDAQ OMX:**

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 26 markets including 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 average speeds, our technology drives more than 80 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 more than 3,300 listed companies worth over \$7 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 [nasdaqomx.com](http://nasdaqomx.com). Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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