

NYSE EURONEXT'S "THE BIG STAGE" PROVIDES UNIQUE INSIGHTS INTO CAPITAL MARKETS COMMUNITY

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Integrated Marketing Campaign Incorporates Branded Content with Launch of Digital Content Platform

New York – June 19, 2013 – Going public on the New York Stock Exchange (NYSE) is a significant benchmark for any business. While it's the culmination of many successes, an IPO is followed by even more growth stories and achievements. To showcase the great moments, individuals and activities behind the most fascinating companies in business, the NYSE today unveiled a new multichannel marketing initiative: The Big Stage.

"The Big Stage is a metaphor for the arena supported by the market quality and visibility platform that is distinctly unique to the NYSE. The companies within our global community continue to mark their achievements on our stage and this campaign is designed to explore the unique stories tied to these moments," said Marisa Ricciardi, Global Head of Marketing & Branding, NYSE Euronext. "This non-traditional approach, which combines paid, owned and earned media strategies, is central to engaging an audience around these 'behind the scenes' stories in today's multichannel world."

The creation of a newly created branded content property, NYSEBigStage (www.NYSEBigStage.com), is a confluence of storytelling and design. It is built to showcase exclusive company stories and build a community of new and established leaders. Tailored for the general business audience, the high quality content will engage audiences through captivating retellings of a brand's reinvention, insightful profiles that reveal how leaders turned challenges into opportunities and thoughtful insights on policy actions. With over 2,100 listed issuers globally, NYSEBigStage will have a regular pipeline of fresh material.

Additionally, a cobranded TV campaign, which explores the journey companies take to join the capital markets community, launched today. As the biggest stage in business, the NYSE is leveraging its unique position to put a lens to recent IPOs including Silver Spring Networks (NYSE: SSNI), Workday (NYSE: WDAY) and Zoetis (NYSE: ZTS) at launch. The 30 second spots will be targeted to key demographics across CNN, CNBC and Bloomberg TV as well as select digital and social channels.

"An IPO serves as a moment of recognition to those who labored to build a company from its inception and we fully appreciate how it's celebrated by employees, anticipated by future shareholders and widely documented across the media," said Scott Cutler, Executive Vice President and Head of Global Listings, NYSE Euronext. "The Big Stage truly taps into the sentiment behind an IPO – with access to our sophisticated market structure and the world's largest pool of investors and liquidity, a company can recognize their loftiest business goals."

NYSE Euronext worked with Digitas, a global digital agency, on the creative and built the content property leveraging responsive design for multichannel content consumption. In addition to other sources, including NYSE, NYSEBigStage features original content produced by Time Inc. Content Solutions, the content marketing arm of Time Inc.

For more information and to check out the digital versions of The Big Stage advertisements, please visit <http://nysebigstage.com/newsdesk/biggeststage>.

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