



INVESTORS

NYSE TO HOST ANNUAL FLOOR BROKER CHARITY TRADING DAY

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October 22, 2013

- *Proceeds to Benefit St. Jude Children's Research Hospital®* -
- *Children and families to ring NYSE Closing Bell®* -

New York, October 22, 2013 - NYSE Euronext (NYX) today announced the annual New York Stock Exchange (NYSE) Floor Broker Charity Trading Day will take place on Friday, October 25, 2013. All net transaction fees on orders executed by floor brokers in NYSE and NYSE MKT securities on the day will be donated to St. Jude Children's Research Hospital, one of the world's premier centers for the research and treatment of pediatric cancer and other life-threatening childhood diseases.

"The New York Stock Exchange is proud to support St. Jude Children's Research Hospital," said Joseph Mecane, Executive Vice President and Head of U.S. Equities at NYSE Euronext. "St. Jude Children's Research Hospital works tirelessly to find cures and save children and we thank our customers, Designated Market Makers, brokers and the entire exchange community for coming together to support this very worthy cause."

On the day, the NYSE Closing Bell® will be rung by St. Jude patients and their families.

The NYSE Floor Broker Charity Trading Day complements other charitable and volunteer efforts of NYSE Euronext markets worldwide. The NYSE Trading Floor community has a strong and longstanding commitment to charitable causes, hosting various fund-raising events throughout the year.

Closing Bell® - Friday, October 25, 2013

NYSE Security Checkpoint/Tent at corner of Exchange Place and Broad Street

3:30 p.m. Media escorted into the building for bell ringing

4:00 p.m. The Closing Bell rings

Contact:

Media interested in covering the bell ringing MUST contact Sara Rich on 212.656.4527 or srich@nyx.com

Photo/Video:

Photos available via Associated Press/New York (212.621.1902), Reuters America (646.223.6285), Getty Images (646.613.4141), Bloomberg Photo (212.617.3420), and European Press Agency (917.670.1323). The Closing Bell (starting at 3:55 p.m.) feed is available via Encompass loop #4009. Media seeking footage via The Switch should contact NYSE Broadcast at 212.656.5483.

Facebook/Twitter/YouTube:

For photos and video of the bell ringing, connect with NYSE Euronext on Facebook (NYSE Euronext), YouTube (nysetv1), and Twitter (@NYSEEuronext), #NYSEBell.

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About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets - the New York Stock Exchange, NYSE Euronext, NYSE MKT, NYSE Alternext and NYSE Arca - represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index. For more information, please visit: <http://www.nyx.com>.