



INVESTORS

ISHARES CELEBRATES SUITE OF EMERGING MARKET BOND ETFS AT THE NEW YORK STOCK EXCHANGE

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NEW YORK, April 4, 2013 - The New York Stock Exchange ("NYSE") announced today that BlackRock, Inc. (NYSE: BLK), will celebrate iShares' suite of Emerging Market Debt ETFs on NYSE Arca, NYSE Euronext's all electronic trading platform. iShares has the largest suite of Emerging Market Debt ETFs, with \$6bn in US-listed products.

As investors cast a wider net for income, investors are incorporating iShares Emerging Market ETFs into their portfolios. Investors recognize emerging market debt provides competitive yields compared with developed markets, and are attracted by improved fundamentals and credit quality within emerging markets.

As the standard-setter and regulatory support organization, created and governed by U.S. chief insurance regulators, the National Association of Insurance Commissioners (NAIC) rating permits insurers to apply lower capital charge ratios for a majority of fixed income iShares ETFs by looking through to the underlying holdings which are baskets of fixed income securities. The ratings are corresponding to the underlying holdings disclosed on a daily basis.

David Lomas commented: "Insurers continue to face historically low interest rates and limited fixed income supply, challenging their income prospects and stressing their business models. The liquidity that ETFs offer will help insurers face these challenges to gain quick and efficient access to the credit markets."

Raman Suri, Head of iShares New Markets Distribution commented: "A recent iShares survey noted a nearly 70% adoption rate of insurers using ETFs for passive exposure. As such, iShares' industry-leading 45 NAIC designations are significant for helping insurers overcome regulatory hurdles and manage their risk-based capital requirements."

About BlackRock (NYSE: BLK):

BlackRock is a leader in investment management, risk management and advisory services for institutional and retail clients worldwide. At December 31, 2012, BlackRock's AUM was \$3.792 trillion. BlackRock offers products that span the risk spectrum to meet clients' needs, including active, enhanced and index strategies across markets and asset classes. Products are offered in a variety of structures including separate accounts, mutual funds, iShares® (exchange traded funds), and other pooled investment vehicles. BlackRock also offers risk management, advisory and enterprise investment system services to a broad base of institutional investors through BlackRock Solutions®. Headquartered in New York City, as of December 31, 2012, the firm has approximately 10,500 employees in 30 countries and a major presence in key global markets, including North and South America, Europe, Asia, Australia and the Middle East and Africa. For additional information, please visit the Company's website at www.blackrock.com.

About iShares:

iShares is the global product leader in exchange traded funds with over 600 funds globally across equities, fixed income and commodities, which trade on 20 exchanges worldwide. The iShares Funds are bought and sold like common stocks on securities exchanges. The iShares Funds are attractive to many individual and institutional investors and financial intermediaries because of their relative low cost, tax efficiency and trading flexibility. Investors can purchase and sell shares through any brokerage firm, financial advisor, or online broker, and hold the funds in any type of brokerage account. The iShares customer base consists of the institutional segment of pension plans and fund managers, as well as the retail segment of financial advisors and high net worth individuals.

About NYSE Euronext:

NYSE Euronext (NYSE) 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>.

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