

NYSE Euronext Commemorates the 10th Anniversary of the Intellidex Family of Indices

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NEW YORK - May 14, 2013 - [NYSE Euronext](#) today announces the 10th anniversary of the [Intellidex Indices](#), the industry's first 'smart index', designed to objectively identify those stocks within a particular market segment that have the greatest potential for capital appreciation. NYSE Euronext has owned, calculated and maintained the Intellidex Indices, which serves as a basis for the Dynamic series of [Invesco PowerShares](#) exchange traded funds (ETFs), since 2003.

"The Intellidex series of indices is an alternative investment strategy that investors and traders can use to generate alpha in their portfolios through a consistent, rules-based approach," said Nick Aninos, Vice President, NYSE Euronext Global Index Group. "Leveraging our operational and listed product expertise, we look forward to continuing to respond to our customers needs with innovative products and services."

The Intellidex family was originally launched with two indices based on approximately 25 factors. With the recent upgrades in June 2011, the family has grown to 40 indices today based on models specific to style, sector and industry and incorporate an aggregate of 47 different factors. Since its inception, the broad market measure Dynamic Market Intellidex (DYI) has outperformed its competitors on a risk adjusted basis while the Dynamic Market OTC Intellidex (DYO) has outperformed over the last year.

To commemorate the occasion, executives of NYSE Euronext [Global Index Group](#) and Invesco PowerShares, one of the industry's leading global provider of exchange traded funds (ETFs), rang the opening bell at the New York Stock Exchange on May 14, 2013.

Photo 1: Andrew Schlossberg, Head of Retail Distribution and Global ETFs at Invesco PowerShares, rings the Opening Bell at the New York Stock Exchange (NYSE). (Photo by Mia Curcio/NYSE Euronext)

Photo 2: Andrew Schlossberg, Head of Retail Distribution and Global ETFs, joined by executives of Invesco PowerShares on the NYSE Trading Floor. (Photo by Mia Curcio/NYSE Euronext)

Link to the YouTube video of the Intellidex Bell Opening Ceremony can be found [here](#).

For more information about NYSE Euronext's Global Index Group, please visit [here](#).

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Background on NYSE Euronext's Indices:

With a collective portfolio of over 750 benchmark indices, NYSE Euronext is a leading provider of indices. NYSE Euronext develops proprietary indices to provide investors and issuers with benchmarks that measure performance of key segments of the world economy. NYSE Euronext indices are available to be licensed as the basis for tradable products, including Exchange-Traded Funds (ETFs), to be launched in the future. For more information on NYSE Euronext index services please visit: <https://indices.nyx.com/>

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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>.

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