



## Mike Ditka's MyMVPs.com to Ring The NASDAQ Stock Market Opening Bell

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### What:

[MyMVPs.com](http://MyMVPs.com), a kid's sports social networking website, will visit the NASDAQ MarketSite on December 23. In celebration of the occasion, [MyMVPs.com](http://MyMVPs.com) Founder and CEO Mark Monaco and NFL legend Mike Ditka will be joined by the employees, friends, and families of [MyMVPs.com](http://MyMVPs.com) to officially ring The NASDAQ Stock Market Opening Bell.

### Where:

NASDAQ MarketSite — 4 Times Square — 43<sup>rd</sup> & Broadway — Broadcast Studio

### When:

Friday, December 23<sup>rd</sup>, 2011 — 9:15 a.m. to 9:30 a.m. ET

### Contact:

Mark Monaco  
[mark@mymvps.com](mailto:mark@mymvps.com)

### NASDAQ MarketSite:

Jen Knapp  
(212) 401-8916  
[Jennifer.knapp@nasdaqomx.com](mailto:Jennifer.knapp@nasdaqomx.com)

### Feed Information:

Fiber Line (Encompass Waterfront): 4463  
Gal 3C/06C 95.05 degrees West  
18 mhz Lower  
DL 3811 Vertical  
FEC 3/4  
SR 13.235  
DR 18.295411  
MOD 4:2:0  
DVBS QPSK

### Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>

### Webcast:

A live webcast of the NASDAQ Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx> or <http://social.nasdaqomx.com>.

### Photos:

To obtain a hi-resolution photograph of the Market Open, please go to

[http://www.nasdaq.com/reference/marketsite\\_events.stm](http://www.nasdaq.com/reference/marketsite_events.stm) and click on the market open of your choice.

### **About My MVPs:**

MyMVPs is a kid's sports social networking website, and we are growing rapidly. Our corporate offices are in the Western Suburbs of Chicago. The site launched a little more than a year ago, and we already have about 10,000 kids registered and it is growing daily through word of mouth advertising as we have never spent a penny to recruit kids. We are sort of a hybrid of Facebook, Youtube, and ESPN but for amateur athletes, boys and girls, any age, and any sport. We are growing as fast as Facebook did in their first year in business as they took about a year to get to 10,000 members just as we have. All our revenue comes from advertisers, and we are looking to partner/link with media companies and sports companies around the world to help increase membership on MyMVPs.com.

The Chicago Tribune business section did a spotlight article about us a few months ago and our CEO, Mark Monaco, was interviewed on WGN radio a few months ago for a segment called "The Business of Sports," so we are already pretty well known in Chicagoland.

Our site is a completely FREE site, and it helps kids connect with other kids, coaches, parents, other family members, and college recruiters by posting their videos/pictures of great plays they make in a game, and in this bad economy, with college costs continuing to skyrocket, parents are more determined than ever before to see their kids get academic and athletic scholarships and we help kids get "Discovered" by scouts and recruiters that would otherwise never hear about these kids. The site also has Instant Messaging, so kids can chat with their friends. We also have a number of content driven categories like Polls, Discussions, Blogs, etc, where kids can discuss whatever sports topics that they would like.

The company is continually upgrading the functionality of the site, we are currently on MyMVPs 2.0, but 3.0 is being built as we speak with many enhancements including Team Pages, Sports Advice Columns from famous athletes, and live streaming video of amateur sports events for anyone to watch.

### **About NASDAQ OMX:**

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with more than 3,500 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX first North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. \*Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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Source: The NASDAQ OMX Group, Inc.

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