



NASDAQ Welcomes Brightcove Inc. to the NASDAQ Global Market

NEW YORK, Feb. 17, 2012 (GLOBE NEWSWIRE) -- The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) announced today that the trading of Brightcove Inc., (Nasdaq:BCOV) commenced on the NASDAQ Global Market on February 17, 2012.

Brightcove Inc. is a leading global provider of cloud content services used to publish and distribute the world's professional digital media. More than 3,800 customers in over 50 countries worldwide rely on Brightcove's products, such as Brightcove Video Cloud and Brightcove App Cloud, to build and operate media experiences across PCs, smartphones, tablets and connected TVs.

"Brightcove's creative and globally-spanning products and services have facilitated a smarter and more efficient means of sharing media through multiple platforms in a time where interconnectivity is essential to user experiences," said Bob McCooley, Senior Vice President, NASDAQ OMX Corporate Client Group. "Brightcove is an industry pioneer with its revolutionary content platforms, and we are proud to welcome them to the NASDAQ family."

Since its inception, NASDAQ has consistently been the exchange of choice for the world's most progressive and innovative companies. Brightcove Inc. joins some of the world's largest technology companies by listing on The NASDAQ Stock Market, including Apple, Microsoft, Oracle, Google, Intel, Cisco, eBay, Baidu, Adobe, Dell, Yandex and Zynga. As of yearend 2011, NASDAQ was home to 73% of all info tech and telecom companies that list their shares on U.S. markets, and was home to the two largest tech IPOs of 2011, Yandex (Nasdaq:YNDX) and Zynga (Nasdaq:ZNGA).

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/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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CONTACT: Jennifer Knapp

+1 212 401 8916

Jennifer.Knapp@nasdaqomx.com



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