



NYSE Euronext Welcomes the USA National Pavilion - 2010 Shanghai World Expo to the NYSE

NEW YORK, Feb. 9, 2010 – NYSE Euronext today welcomed representatives from the US and Chinese governments, the USA National Pavilion leadership team, and corporate sponsors of the USA National Pavilion as they rang the NYSE Closing Bell to highlight the USA National Pavilion – 2010 Shanghai World Expo.

In honor of this occasion, the following individuals joined Duncan Niederauer, CEO, NYSE Euronext, in ringing the NYSE Closing Bell:

- Ambassador Peng Keyu, Consul General of the People's Republic of China in New York;
- Jose Villarreal, US Commissioner General to the 2010 World Exposition, Shanghai, China;
- Frank Lavin, Chairman of the Steering Committee, USA National Pavilion at the Shanghai World Expo;
- Ellen Eliasoph, Co-Chair, USA National Pavilion at the Shanghai World Expo;
- Representatives of Global Sponsors of the USA National Pavilion: Chevron (NYSE: CVX); General Electric Co. (NYSE: GE); Johnson & Johnson (NYSE: JNJ); PepsiCo (NYSE: PEP)

NYSE Euronext is the exclusive sponsor for equities and derivatives exchanges and markets at the USA National Pavilion at the Shanghai World Expo 2010. Opening in Shanghai in May 2010, China's first-ever world expo is expected to be the largest in world history.

"NYSE Euronext is proud to partner with the USA Pavilion in support of the the 2010 Shanghai World Expo," said Duncan Niederauer, CEO, NYSE Euronext. "China is a focal point of our company's global vision, and we are thrilled to partner with a dynamic group of corporate sponsors that have united to highlight American culture and innovation at this unique event in China."

Jose Villarreal, US Commissioner General to the 2010 World Exposition, Shanghai, China said, "Sponsorship of the USA Pavilion by NYSE Euronext serves as a powerful signal to American business that the Shanghai World Expo is an important platform for promoting US/China commerce."

"NYSE Euronext has been instrumental in helping generate corporate and public support for the USA Pavilion. We are grateful for their outreach in support of our efforts and we believe it is vital leading U.S. corporations have a strong presence at the Shanghai Expo," said Frank Lavin, Chairman of the Steering Committee, USA National Pavilion at the Shanghai World Expo.

About 2010 Shanghai World Expo:

The 2010 Shanghai World Expo will be held from May 1 through October 31, 2010 with a projected 70 million attendees, 95% of whom are expected to come from Mainland China. This will be China's first role as host of a world expo. Currently, 192 countries and 46 organizations have accepted invitations to attend the World Expo, the largest number in Expo history.

At more than 60,000 square feet, the USA National Pavilion will be one of the largest national exhibitions at the Expo. It will showcase American culture, values, innovation and business, while celebrating the friendship and cooperation between the United States and China.

NYSE Euronext-listed Chinese Companies:

- NYSE Euronext's exchanges have **80** companies listed from Greater China: **71** companies from Mainland China, **4** from Hong Kong, and **5** from Taiwan.
- The People's Republic of China is one of the largest sources of listed companies from the Asia-Pacific region. The **71** companies from Greater China represent **60%** of the more than **118** NYSE Euronext-listed companies from the Asia-Pacific region.
- The total global market capitalization of NYSE Euronext-listed companies from Greater China is **\$1.1 trillion**. In 2009, NYSE Euronext's exchanges listed **20** companies from China. In 2008, NYSE Euronext's exchanges listed **7** companies from China, including **4** in Europe on NYSE Alternext. In 2007, NYSE Euronext's exchanges listed **20** companies from Greater China, including **18** IPOs.

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 more than 8,000 listed issues, NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent nearly 40 percent of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, the leading European derivatives business 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, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: <http://www.nyx.com>.

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This press release may contain forward-looking statements, including forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements include, but are not limited to, statements concerning NYSE Euronext's plans, objectives, expectations and intentions and other statements that are not historical or current facts. Forward-looking statements are based on NYSE Euronext's current expectations and involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in such forward-looking statements. Factors that could cause NYSE Euronext's results to differ materially from current expectations include, but are not limited to: NYSE Euronext's ability to implement its strategic initiatives, economic, political and market conditions and fluctuations, government and industry regulation, interest rate risk and U.S. and global competition, and other factors detailed in NYSE Euronext's reference document for 2008 ("document de référence") filed with the French Autorité des Marchés Financiers (Registered on April 28, 2009 under No. R. 09-031), 2008 Annual Report on Form 10-K and other periodic reports filed with the U.S. Securities and Exchange Commission or the French Autorité des Marchés Financiers. In addition, these statements are based on a number of assumptions that are subject to change. Accordingly, actual results may be materially higher or lower than those projected. The inclusion of such projections herein should not be regarded as a representation by NYSE Euronext that the projections will prove to be correct. This press release speaks only as of this date. NYSE Euronext disclaims any duty to update the information herein.

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