



**NYSE Euronext to Open Trading in New York Remotely from USA National Pavilion at  
2010 Shanghai World Expo on May 20  
--First-Ever Remote Bell Ringing from Shanghai --  
--Shanghai Expo Visitors Can “Ring the Bell” From Replica NYSE Bell Podium--**

Beijing, New York and Shanghai, May 20, 2010 – On Thursday, May 20, NYSE Euronext (NYSE) with guests will open trading remotely on the New York Stock Exchange (NYSE) from the USA National Pavilion at the 2010 Shanghai World Expo. In addition to this first-ever remote bell ringing from Shanghai, the USA Pavilion features a replica of the world famous NYSE building façade and bell podium, where guests visiting the Expo can participate in a simulated bell ringing ceremony.

NYSE Euronext is the exclusive sponsor for equities and derivatives markets of the USA National Pavilion at the 2010 Shanghai World Expo. On May 20, NYSE Euronext will conduct a full-day of special events featuring leaders from China and abroad, including CEOs of companies listed on NYSE Euronext markets in the U.S. and Europe. To begin the day, NYSE Euronext Chairman Jan-Michiel Hessels will deliver welcoming remarks and NYSE Euronext executives will address respective NYSE Euronext business lines during a morning seminar. Afternoon events include a visit by Shanghai Stock Exchange officials, and the day will conclude with Mr. Hessels and Chief Executive Officer Duncan Niederauer hosting the remote bell ringing ceremony with special guests. The remote opening of the NYSE market from Shanghai will coincide with the opening of the NYSE market in New York and will be broadcast live to audiences globally.

“We are proud to support the 2010 Shanghai World Expo as the exclusive exchange sponsor of the USA Pavilion,” said Mr. Niederauer. “Opening the NYSE market from Shanghai illustrates the importance of China and its capital markets.

“Moreover, this event acknowledges the increasingly pivotal roles of Shanghai and China globally and in the broader economic recovery. The findings of our latest survey of global CEOs found that six in ten CEOs believe China will lead the global economic recovery, while more than four in ten believe China is strategically the most crucial region for business through 2011 and beyond.”

The 2010 Shanghai World Expo is being held from May 1 through October 31, 2010 with a projected 70 million attendees, 95% of whom are expected to come from Mainland China. At over 60,000 square feet, the USA National Pavilion is one of the largest pavilions at the Expo.

Please click on the link below for the NYSE Euronext and the USA Pavilion at the Expo 2010 Shanghai China press kit:

[http://www.nyse.com/pdfs/8112\\_Shanghai\\_Media\\_OST\\_US\\_100514.pdf](http://www.nyse.com/pdfs/8112_Shanghai_Media_OST_US_100514.pdf)

Please click on this attachment for a photo of the NYSE bell podium replica: (attach)

**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 approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, 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, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: <http://www.nyx.com>