

Russell Equity Index Reconstitution 2016 Nasdaq Closing Bell Ceremony FAQs



Event Registration Details

Event registration closes on **June 21**. We hope you can join this invitation-only event.

Please remember to bring ID.

Etiquette in Studio

Throughout the day, there are approximately 100 live broadcasts that take place within the Nasdaq studio. To avoid disturbing the broadcasts and studio equipment, please adhere to the following:

- All phones must be turned off or set to vibrate once within the studio.
- Flash photography is not permitted.
- Keep voices to a normal tone; high-pitched sounds may reach the reporters microphones and interrupt their broadcast.
- Do not touch the studio wall.
- Guests are asked to stay behind the stanchions until directed otherwise by Event Planners.

Attire

Proper attire for the Bell Ceremony is business or business casual. Please, no jeans or sneakers.

Photography

During the ceremony, a professional photographer will capture photographs of your group on and off stage. Weather permitting, following the ceremony, the group will be escorted outside for pictures with the Nasdaq Tower as a backdrop. Low-resolution images will be posted on www.nasdaq.com.

Please be advised that Nasdaq will retain copyright ownership of these photographs and they may be used by Nasdaq, in Nasdaq's sole discretion, in Nasdaq web-based, print and other marketing materials.

Guests may also take photos in the studio with their own cameras. However, the use of flashes is not permitted as they disrupt the live broadcast.

MarketSite Location & Directions

Nasdaq MarketSite

4 Times Square 43rd & Broadway

Subway: 42nd Street station via B, D, F, M, Q, N, R, 1, 2, 3, 7, S

Media & Social Activity

Media Alert Nasdaq will distribute a media alert over the GlobeNewswire announcing the Bell Ceremony.

Social Media There are multiple opportunities for cross-platform marketing on social media outlets such as Vine, Twitter, Facebook and Instagram and more.

Facebook Live Nasdaq and Facebook have partnered to go behind the bell and provide Facebook's audience of more than 1 billion active users exclusive conversations with our Nasdaq Bell Ringers after every bell ceremony. Our Facebook Live videos average 50,000 views and are often picked up by other large Facebook pages.

Webcasting Information The MarketSite Webcam is a great way include employees, stakeholders, family and friends in the experience who aren't able to join the ceremony live. If you'd like to direct guests to the Nasdaq web cam to view the ceremony live, simply pass along this link:

<https://new.livestream.com/nasdaq/live>

*Please note that this is meant for individual computers. If a larger audience is expecting to watch, please let us know and we will connect you with Nasdaq's IT department for testing.

To learn more, visit www.ftserussell.com; email index@russell.com, info@ftse.com;
or call your regional Client Service Team office:

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