



NEWS RELEASE

SmartPool launches “MatchView” liquidity discovery tool to improve visibility of European dark trading

Amsterdam, Brussels, Lisbon, London, Paris, 15 March 2010 – SmartPool, the European dark liquidity pool created by NYSE Euronext in partnership with HSBC, J.P.Morgan and BNP Paribas, announced today that it is launching a new service solution designed to help traders and other market users access, interpret and navigate the post trade data published by European dark trading venues.

Delivered in partnership with NYSE Technologies, SmartPool’s MatchView service will be powered by and fully integrated within the NYSE Technologies’ liquidity discovery service, ioinet, a fast growing provider of indications of interest (IOI) and Trade Adverts to over 350 buy-side and 150 sell-side institutions.

SmartPool MatchView will go live in Q2 2010 with data initially provided by SmartPool. Post-trade content from other European MTF dark venues will be added over the summer, subject to commercial contract. Other sources of dark OTC data will also be added.

Specifically designed to enhance liquidity discovery and to support the trading decision, the SmartPool MatchView value proposition is built around three core differentiators:

- **Real-time access** to all post trade executions published by dark pool venues. Unlike competitor services offering access to aggregated dark trade data on a T+1 or greater basis, MatchView will enable traders and other market users to compare actual traded dark volumes across pools as soon as the trade is published.
- **Liquidity discovery** through the provision of intelligent and intuitive analysis tools for all post trade executions published by dark pool venues. MatchView’s unique ‘Watch List’ feature for example, will pro-actively notify users on the post trade activity in specified securities, without the need to refresh or search manually.
- **Increased transparency** to gain an insight into the “personality” of each pool. MatchView will offer a solution to the request for greater visibility in the dark pool space by richly presenting post trade data from both SmartPool and other dark trading facilities, at reasonable cost.

Lee Hodgkinson, SmartPool CEO commented:

“Increased competition is delivering enormous benefits to the European equity market, including lower cost and greater innovation, but these benefits have come at the expense of coherent post trade information. The opacity of post trade data is particularly problematic in the dark space, where the desire from traders as well as other market users and regulatory agencies, for increased post trade transparency is overwhelming - most recently highlighted by the report produced by Pierre Fleuriot for the French government. SmartPool MatchView offers an innovative real-time solution to meet this industry need.”

Paul Scott, Global Head Liquidity Discovery, NYSE of Technologies, said:

“The partnership between SmartPool and NYSE Technologies to create MatchView has combined our market-leading ioinet technology with the SmartPool dark data to provide clients with a unique way to monitor dark trading activity. By leveraging the powerful data analysis facilities of ioinet to filter, aggregate and visualise SmartPool dark data, clients are able to track dark trading activity like never before. ”

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Notes to Editors:

The SmartPool MatchView product will excel through providing:

- Intelligent and intuitive analytics for all post trade executions published by dark pool venues, in real-time enabling clients to have greater visibility into dark liquidity.
- Aggregated post trade activity, per security, sector, index and country, allowing for user-customizable benchmarks and analytics.
- Watch List discovery by pro-actively notifying clients on the post trade activity in specified securities, without the need to refresh or search manually.
- Correlation analysis tools to show current and past liquidity in one place, enabling clients to compare actual traded dark volumes across venues and gain an insight into the “personality” of each pool.
- Sophisticated information analysis metrics to include dark trade price improvement and measurement of other metrics to enable traders to truly understand the benefits of dark trading.
- Access through the existing NYSE ioinet unique browser-based front-end. A web services API easily interfaces with sell-side and buy-side desktop tools, extending functionality rapidly at minimal cost.

About SmartPool

SmartPool Trading Limited is a UK registered company providing a European dark pool for the execution of institutional order flow. Created by NYSE Euronext in partnership with HSBC, J.P. Morgan and BNP Paribas, SmartPool is a Multi Lateral Trading Facility (MTF) approved and regulated by the Financial Services Authority (FSA). Headquartered in London, SmartPool has its own management team and an independent board of directors. For more information, please visit: www.tradeonsmartpool.com or contact info@tradeonsmartpool.com.

About NYSE Euronext

NYSE Euronext (NYSE) 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>.

Cautionary Note Regarding Forward-Looking Statements

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), 2009 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.