

Press release

SmartPool welcomes Societe Generale Corporate & Investment Banking to trading community Reports record market share gains in France

- **2nd largest dark MTF offering in France month to date**
- **Trading in French securities exceeds 500 million euros in September**

Amsterdam, Brussels, Lisbon, London, Paris, 30 September 2010, SmartPool, the European dark liquidity pool created by NYSE Euronext in partnership with HSBC, J.P.Morgan and BNP Paribas, today reported record trading gains in France and confirmed Societe Generale Corporate & Investment Banking as the latest firm to join the European dark pool.

According to the Thomson Reuters Equity Market Share Service, SmartPool reported record dark market share highs in France during September. Key highlights include:

- 22.29% dark market share in CAC 40¹
- 19.74% dark market share in Euronext 100

Lee Hodgkinson, SmartPool CEO commented:

“I am delighted to welcome Societe Generale Corporate & Investment Banking to our rapidly growing trading community. Not only are we signing another major international investment bank but as one of the Top 3 brokers on the NYSE Euronext European markets, the bank further expands our reach into continental Europe as we continue to gain momentum in the region and add additional sources of liquidity to the pool.”

Stephane Loiseau, Managing Director, Deputy Global Head of Execution Services at Societe Generale Corporate & Investment Banking, said:

“To deliver best execution to our customers we continuously monitor non-displayed trading activity in public markets across Europe to identify venues that provide accessible liquidity of the right quality and quantity. The rapid growth of volumes on SmartPool in Europe led the bank to add this venue to its algorithmic trading strategies to make that liquidity available to institutional investors.”

¹ Thomson Reuters Equity Market Share Reporter.

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Notes to Editors:

1. Societe Generale Corporate & Investment Banking is the latest firm to join the SmartPool trading community which already includes 24 members.
2. SmartPool offers trading in more than 440 French securities including the constituents of CAC40 and the CAC All Share Index.

For more information, please contact

London: +44 20 7379 2789

About SmartPool

SmartPool is an exchange-led trading platform matching buyers and sellers in a non-displayed environment. Created by NYSE Euronext in partnership with HSBC, J.P. Morgan and BNP Paribas, SmartPool enables institutional investors who want to trade promptly, anonymously and in bulk, the opportunity to execute their transactions; with reduced market impact, at improved execution prices, through our mid-point matching algorithm, and with access to the most diverse dark trading community in Europe. SmartPool provides trading in more than 2,200 securities from 15 European countries, including stocks listed on the 4 NYSE Euronext European markets. SmartPool is a Multi Lateral Trading Facility (MTF) approved and regulated by the Financial Services Authority (FSA). For more information, please visit: www.tradeonsmartpool.com or contact info@tradeonsmartpool.com.

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 and NYSE Alternext as well as 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 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 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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