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NYSE Liffe's Skimmed Milk Powder Futures contract sees first trades

New York, London, Paris – 4 November, 2010 – NYSE Liffe, the Europe-based derivatives business of NYSE Euronext (NYX), today announced that its Skimmed Milk Powder (“SMP”) Futures contract traded for the first time. Two lots were traded, in the March 2011 and May 2011 delivery months, both at a price of €1,900. Each contract is equivalent to 24 metric tonnes of skimmed milk powder, meaning that the quantity traded has a value of over €1,000.

NYSE Liffe launched SMP Futures on 19 October to meet customers’ interest in a contract that would enable them to manage their exposure to price movements in the European dairy sector. The launch followed a two-year-long consultation process in which NYSE Liffe worked closely with the dairy market to create a tool for them to better hedge their price risk.

Ian Dudden, Director, Commodity Derivatives, NYSE Liffe, said: *“This is an important first step along the way to developing a market that will benefit both dairy producers and food manufacturers using dairy products. We thank our customers for their support, and look forward to continuing to work with them in the coming months to build on this promising new area of our business.”*

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>.

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 2009 ("document de référence") filed with the French Autorité des Marchés Financiers (Filed on April 22, 2010 under No. D.10-0304), 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.