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**Exceed Investments Announces
Groundbreaking Structured Investment Indexes and
Co-branding Partnership with NASDAQ OMX**

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NEW YORK, September 23, 2014 (GLOBE NEWSWIRE) – Exceed Investments announced today they have developed the first defined-outcome indexes based on structured investing strategies. Exceed will team with NASDAQ OMX to promote the patent-pending NASDAQ Exceed Family of Structured Indexes for licensing opportunities.

The NASDAQ Exceed Structured Indexes offer investors a controlled range of investment outcomes based on a specific level of protection and/or enhanced return put in place at the time of investment. The initial suite of indexes provide specific defined exposures to S&P 500 performance:

- **NASDAQ Exceed Structured Protection Index (EXPROT):** Maximum principal protection for conservative investors. Invests in a series of portfolios with 12.5% maximum equity at risk exposure and upside participation up to a cap of approximately 15%.
- **NASDAQ Exceed Structured Hedged Index (EXHEDG):** Protection and enhanced upside participation for neutral investors. Invests in a series of portfolios with 10% protection against initial downward moves and 150% upside participation up to a maximum cap.
- **NASDAQ Exceed Structured Enhanced Index (EXENHA):** Maximum upside potential for aggressive investors. Invests in a series of portfolios with no protection against downward moves and 200% upside participation up to a maximum cap.

“The driving force behind the \$2 trillion structured notes global market is the appeal of defined outcomes, based on a specific level of protection and/or enhanced return put in place at the time of investment,” said Joseph Halpern, Exceed Investments Chief Executive Officer. “Exceed has developed a new methodology to provide investors with standardized access to the predictability of traditional structured notes, but with better attributes designed to increase transparency, liquidity, efficiency, credit diversification and mitigated counterparty risk.”

NASDAQ Exceed Structured Indexes achieve defined exposures by tracking a portfolio of structured investments comprised of a rolling basket of investment grade fixed income securities and cleared 'off the shelf' options. The indexes may be used in a variety of products, including mutual funds, separately managed accounts and insurance vehicles.

"These indexes will provide a unique opportunity for investors to easily access customized investment strategies that offer protection and predictability," said John L. Jacobs, Executive Vice President, NASDAQ OMX Global Indexes. "With Exceed, we will offer the first indexes with a predefined range of investment outcomes, delivered to customers in a cost-effective and transparent manner."

"We are very excited about our partnership with NASDAQ OMX Global Indexes. With its powerful brand, focus on innovation and team of veteran financial product experts, NASDAQ OMX is the ideal partner to help us continue to innovate and broaden investor access to the benefits of structured investing," said Mr. Halpern.

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The indexes launched on September 15, 2014, and are disseminated over NASDAQ OMX's Global Index Data (GIDS) Service and through its Global Index Watch web site.

More information can be found at [Exceed Indexes](#).

About Exceed:

Exceed Investments is a New York-based boutique financial services firm that specializes in next-generation structured investments. Our mission is to provide standardized and consistent structured investment opportunities for the investor in the most transparent, accessible and efficient manner possible. Exceed solutions use a clear, consistent and transparent methodology based on "off-the-shelf" financial products. As a result, we enable liquidity and efficiency in everything we do, allowing the end investor a level of predictability within an unpredictable investing world. To learn more please visit www.exceedinvestments.com. Follow us on twitter (www.twitter.com/exceedinvest) and on LinkedIn (www.linkedin.com/company/exceed-investments-llc/).

About NASDAQ OMX Global Indexes

NASDAQ OMX Global Indexes has been creating innovative, market-leading, transparent indexes since 1971. Today, its index offering spans geographies and asset classes and includes diverse families such as the Dividend Achievers, Global, Fixed Income, Nordic, Green Economy, Sharia and Commodity Indexes. NASDAQ OMX continuously offers new opportunities for financial product sponsors across a wide-spectrum of investable products and for asset managers to measure risk and performance. NASDAQ OMX Global Indexes also provides custom index services and design solutions. For more information about NASDAQ OMX Global Indexes, visit indexes.nasdaqomx.com.

Daily index values, weightings and historical data for NASDAQ OMX indexes are available via [NASDAQ OMX Global Index Watch](#) and [NASDAQ OMX Global Index Data Service](#). (Symbol: NDAQ and member of S&P 500)

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Information containing any historical information, data or analysis should not be taken as an indication or guarantee of any future performance, analysis, forecast or prediction. Past performance does not guarantee future results. As of the date of this press release, none of the investment strategies mentioned in this press release currently have live assets invested in any fund, separately managed account or other financial product that seeks to track the index's performance, and any performance results for periods prior to the inception date of the calculation and dissemination of each index is backtested and not live and does not reflect any transaction or other fees that an investor would need to pay when investing in a similar strategy.

None of the information in this press release constitutes an offer to sell (or a solicitation of an offer to buy), any security, financial product or other investment vehicle or any trading strategy. You cannot invest in an index. NASDAQ OMX does not issue, sponsor, endorse, market, offer, review or otherwise express any opinion regarding any investment or financial product that may be based on or linked to the performance of these investment strategies.

Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about NASDAQ® Newfound™ Indexes and NASDAQ OMX's other products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond NASDAQ OMX's control. These factors include, but are not limited to factors detailed in NASDAQ OMX's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.