

Benefitfocus, Inc. [BNFT] to Ring The NASDAQ Stock Market Opening Bell in Celebration of IPO

ADVISORY, Sept. 18, 2013 (GLOBE NEWSWIRE) --

What:

Benefitfocus, Inc. (Nasdaq:BNFT), a leading provider of cloud-based benefits software solutions for consumers, employers, insurance carriers and brokers, will visit the NASDAQ MarketSite in Times Square in celebration of its September 18 initial public offering (IPO) on The NASDAQ Stock Market.

In honor of the occasion, **Shawn Jenkins, President & CEO** will ring the Opening Bell.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Wednesday, September 18, 2013 — 9:15 a.m. to 9:30 a.m. ET

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Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West
18 mhz Lower
DL 3811 Vertical
FEC 3/4
SR 13.235
DR 18.295411
MOD 4:2:0
DVBS QPSK

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at: <http://www.facebook.com/NASDAQ>.

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>.

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx>.

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About Benefitfocus, Inc. (Nasdaq:BNFT):

Benefitfocus, Inc. is a leading provider of cloud-based benefits software solutions for consumers, employers, insurance carriers and brokers. Benefitfocus has served more than 20 million consumers on its platform, that consists of an integrated portfolio of products and services enabling clients to more efficiently shop, enroll, manage and exchange benefits information. With a user-friendly interface and consumer-centric design, the Benefitfocus Platform provides one place for consumers to access all their benefits. Benefitfocus solutions support the administration of all types of benefits including core medical, dental and other voluntary benefits plans as well as wellness programs. For more information, visit <http://www.benefitfocus.com>.

About NASDAQ OMX Group:

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 26 markets including 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-55 microsecond average speeds with 99.99% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,300 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit www.nasdaqomx.com. Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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Source: The NASDAQ OMX Group, Inc.

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