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First Time in Exchange History Traders Wear Jeans on NYSE Trading Floor

Gap Inc. Celebrates 40th Anniversary – Outfits NYSE Traders in 1969 Premium Jeans

NEW DELHI, August 24, 2009 – For the New York Stock Exchange, it was the first-ever dress down Friday last week. Gap Inc., as part of its 40th anniversary celebration, outfitted traders on the NYSE in Gap 1969 Premium Denim Jeans, a new collection named in honor of the company's debut year.

"The NYSE traded business suits for jeans to commemorate Gap's 40th anniversary brand initiative," said Duncan Niederauer, CEO, NYSE Euronext. "Our trading community and staff are very proud to celebrate this occasion with Gap, which is a great global brand. We take promoting our companies very seriously and are pleased to highlight members of the NYSE-listed family whenever possible. Our superior market quality, value added service offerings and global visibility platform make the NYSE a perfect fit for Gap."

"In 1969, Don and Doris Fisher started Gap as a standalone store that sold jeans and records. Now forty years later, jeans are the foundation of everyone's wardrobe - and they can be worn to just about every occasion. The fact that we're dressing the New York Stock Exchange in jeans for the first time in history really speaks to the role that Gap still plays in our culture today," said Marka Hansen, president of Gap brand North America.

About Gap's 1969 Premium Jeans

Gap's new 1969 Premium Jeans, named in honor of Gap's debut year, is available in classic rinses and hues from darkest ink to light, distressed finishes. The 12 new fits include Always Skinny, Real Straight, Sexy Boot, Long and Lean, Curvy, and Perfect Boot for women and the Straight, Authentic, Standard, Boot, Loose, and Easy for men. The 1969 Premium Jeans line also includes two styles that are currently favorite trends in the industry – the Boyfriend for women and the Skinny for men. (Source: Gap Inc.)

About Gap Inc. (NYSE: GPS)

Gap Inc. is a leading global specialty retailer offering clothing, accessories and personal care products for men, women, children and babies under the Gap, Banana Republic, Old Navy, Piperlime and Athleta brand names. Fiscal 2008 sales were \$14.5 billion. Gap Inc. operates more than 3,100 stores in the United States, the United Kingdom, Canada, France, Japan and Ireland. In addition, Gap Inc. is expanding its international presence with franchise agreements in Asia, Europe, Latin America and the Middle East. For more information, please visit gapinc.com. (Source: Gap Inc.)

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, Euronext, NYSE Arca and NYSE Amex -- 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>.