



Press release, August 31, 2004

OMHEX changes name to OMX

As part of a new brand strategy, OM HEX AB – owner and operator of Northern Europe's largest securities marketplace and a leading provider of transaction technology, processing and outsourcing solutions – has changed name to OMX AB, following a decision by an Extraordinary General Meeting of shareholders held today in Stockholm.

An important result of the company's new brand strategy is a simplified brand structure, with all operations now affiliated to one master brand, OMX. The simplified brand structure aims to make it easier for the market at large to understand OMX's complex operations and the value and benefits the company brings the industry.

OMX's business is organized into two divisions:

- OMX Exchanges operates the Nordic and Baltic stock markets – the Stockholm Stock Exchange, Helsinki Stock Exchange, Riga Stock Exchange, Vilnius Stock Exchange and Tallinn Stock Exchange as well as the Central Securities Depositories (CSDs) in Finland, Latvia and Estonia. All these exchanges and CSDs will retain their business names, but will not be marketed as separate brands.
- OMX Technology works globally, in partnership with other financial institutions – such as banks, brokerage firms, exchanges, clearing organizations and CSDs. To these customers, OMX Technology offers transaction technology, processing and outsourcing solutions.

“In developing the new OMX brand platform our work has been about defining and clarifying the unique and relevant value that we bring to our customers and markets and delivering our brand promise of ‘more efficient securities transactions’ powerfully and effectively,” said Magnus Böcker, President and CEO of OMX.

As a result of this as well as the continued integration of the Nordic Baltic market, the OMX Index will change name to OMXS30 in November. The HEX25 Index will also change name to OMXH25 at this time.

Effective tomorrow, OMX's website address has changed to www.omxgroup.com and OMX e-mail addresses have changed to firstname.lastname@omxgroup.com.

For more information and comments, please contact:

Bo Svefors, Senior Vice President, Marketing & Communications

+46 8 405 6118



Anna Rasin, Vice President Marketing & Communications

+46 8 405 6612