4 Times Square
(corner 43rd & Broadway)
New York, NY 10036
tel 646 441 5200

MEDIA ADVISORY

Unity Bancorp, Inc. [UNTY] to Ring The NASDAQ Stock Market Closing Bell

What:
Unity Bancorp, Inc. [UNTY], parent company of Unity Bank, a community-oriented commercial bank, will visit the NASDAQ MarketSite in Times Square to commemorate its 15 year anniversary of listing on The NASDAQ Stock Market.

In honor of the occasion, **James Hughes, President & Chief Executive Officer** will ring the Closing Bell.

Where:
NASDAQ MarketSite – 4 Times Square – 43rd & Broadway – Broadcast Studio

When:
Thursday, August 22, 2013 – 3:45 p.m. to 4:00 p.m. ET

Contact:
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NASDAQ MarketSite:
Christine Barna
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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 Closing Bell will be available at: http://www.nasdaq.com/about/marketsitetowervideo.asx.

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

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About Unity Bancorp, Inc. [UNTY]:
Unity Bank provides financial services to retail and business customers through our branches located in Hunterdon, Middlesex, Somerset, Union and Warren Counties in New Jersey and Northampton County in Pennsylvania. Unity Bank is a community-oriented commercial bank offering a variety of accounts, as well as a complete suite of business products and on-line services.

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)

-NDAQA-