

PRESS RELEASE**Nielsen Set to Join the S&P 500**

New York, NY, July 1, 2013 –Nielsen Holdings N.V. (NYSE:NLSN) will replace Sprint Nextel Corp. (NYSE:S) in the S&P 500 after the close of trading on Monday, July 8. SoftBank Corp. is acquiring a substantial stake in Sprint in a deal expected to be completed soon pending final approvals. As a result of the transaction, Sprint's public float is expected to fall substantially below the 50% public float criteria necessary for continued inclusion in the index.

Nielsen Holdings is an information and measurement company. Headquartered in New York, NY, the company will be added to the S&P 500 GICS (Global Industry Classification Standard) Research & Consulting Services Sub-Industry index.

Following is a summary of the change:

S&P 500 INDEX – July 8, 2013			
	COMPANY	GICS ECONOMIC SECTOR	GICS SUB-INDUSTRY
ADDED	Nielsen Holdings	Industrials	Research & Consulting Services
DELETED	Sprint Nextel	Telecommunication Services	Wireless Telecommunication Services

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