



Top Reasons

to license the
Dow Jones **Industrial Average**SM

Dow Jones Indexes
A CME Group Company

1. A Name Your Clients Know and Trust

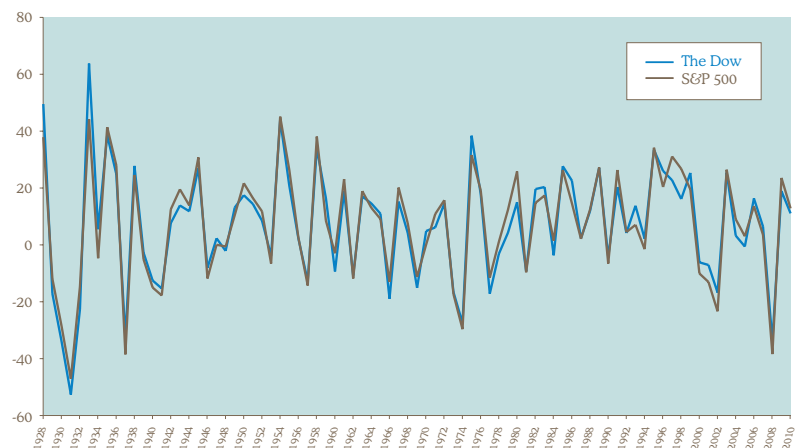
Research indicates that 97% of U.S. investors have heard of The Dow®. That's compared with just 89% who have heard of the S&P 500 and 42% who are aware of the Russell 2000—making The Dow® the most recognized measure of the U.S. market¹. Indeed, with a history of nearly 115 years, The Dow® has become more than a financial market tradition. It appears daily in most newspapers, nightly on the news, and prominently throughout the day on TV, radio and financial Web sites. Although there now are dozens of alternatives, The Dow® is still the index that investors and financial professionals instinctively check first to see how the market is doing.

2. Performance vs. S&P 500

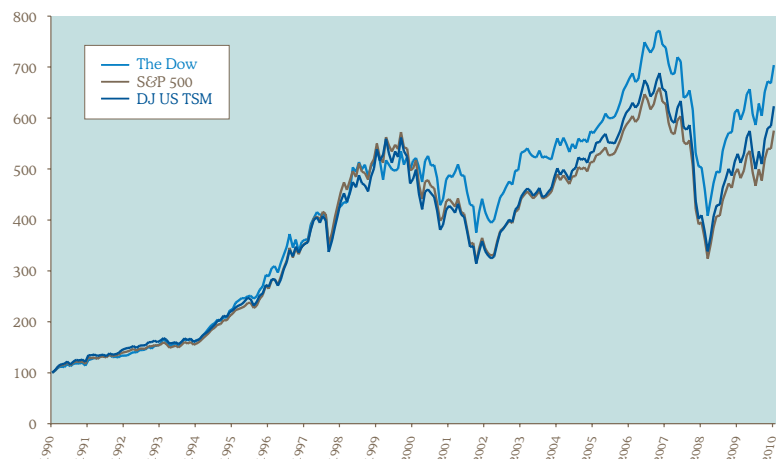
As the accompanying chart shows, The Dow® and the S&P 500 generally move in the same direction. Every Dow component also is in the S&P 500, and The Dow's® market cap (\$3.5 trillion) accounts for 30.6% of the value of the S&P 500 (\$11.4 trillion).

Furthermore, The Dow® accounts for 24% of the investable U.S. market, \$15.5 trillion as measured by the Dow Jones U.S. Total Stock Market IndexSM (full-cap). As a result, The Dow's® long-term historical performance is highly correlated not only with the S&P 500 but also with the overall U.S. market.

Annual Percentage Change: The Dow® vs. S&P 500
December 31, 1928 – December 31, 2010



**Total Return Performance:
The Dow® vs. the S&P 500 & the DJ U.S. TSM Index**
December 31, 1990 – December 31, 2010



¹ Based on the results of a research study conducted in June 2007 by S. Radoff Associates. The study was administered to a Harris panel of 1,016 individual investors.

3. Diversification

One of the major lessons of modern portfolio theory is that even a small amount of diversification goes a long way toward reducing a stock portfolio's risk. Although all stock portfolios are subject to market fluctuations, numerous studies have shown that a portfolio's unsystematic risk—the effects of company-specific events and industry-wide developments on its value—can drop significantly when the portfolio contains 30 stocks spread among a wide variety of industries, as The Dow® does. The Dow® currently covers nine of the ten major U.S. industries—all except Utilities.

4. Large and Well-Known Component Companies

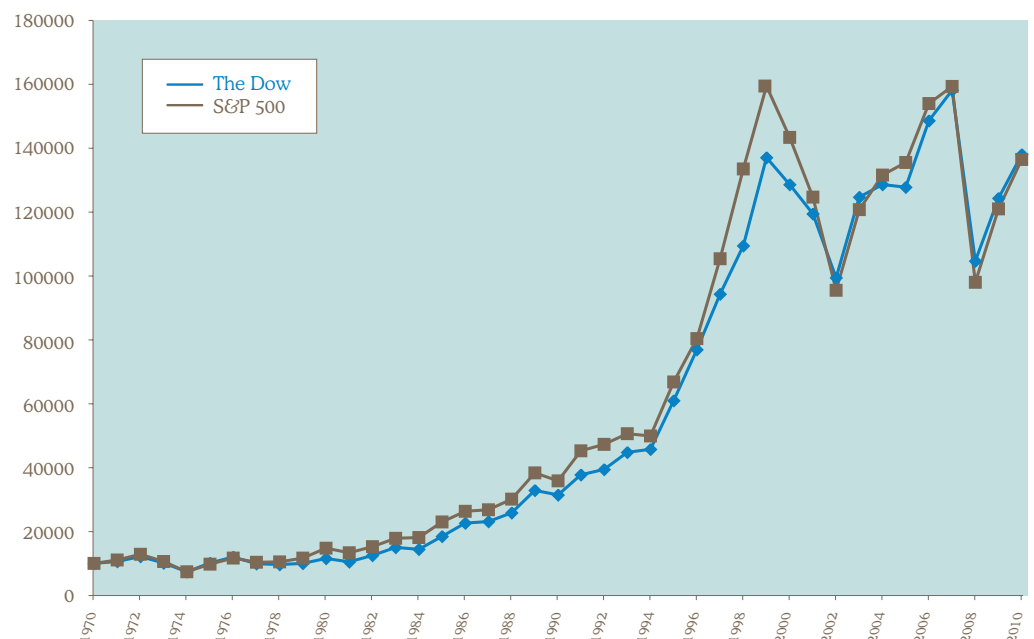
While there is no one definition of a “Blue Chip,” most people would agree that the stocks in The Dow® would easily fit any appropriate description. The Dow's® 30 components are substantial companies that are renowned for the quality and wide acceptance of their products or services and have strong histories of successful growth. They have a wide following among investors—from the most sophisticated to those who are newer to the market.

5. Commitment to Indexing

Dow Jones Indexes has a long history of success in providing investors with the tools to measure market performance, offering the investment community indexes that go well beyond the Dow Industrial, Transportation and Utility Averages. Dow Jones Indexes publishes benchmarks that literally cover the world. We are continuously working aggressively to create awareness of the indexes and to create licensing opportunities.

Growth of \$10,000: The Dow® vs. S&P 500

December 31, 1970 – December 31, 2010



Components of The Dow®

Company	Ticker	Industry	USD Close
International Business Machines Corp.	IBM	Technology	146.76
Caterpillar Inc.	CAT	Industrials	93.66
Chevron Corp.	CVX	Oil & Gas	91.25
3M Co.	MMM	Industrials	86.30
United Technologies Corp.	UTX	Industrials	78.72
McDonald's Corp.	MCD	Consumer Services	76.76
Exxon Mobil Corp.	XOM	Oil & Gas	73.12
Coca-Cola Co.	KO	Consumer Goods	65.77
Boeing Co.	BA	Industrials	65.26
Procter & Gamble Co.	PG	Consumer Goods	64.33
Johnson & Johnson	JNJ	Health Care	61.85
Travelers Cos. Inc.	TRV	Financials	55.71
Wal-Mart Stores Inc.	WMT	Consumer Services	53.93
E.I. DuPont de Nemours & Co.	DD	Basic Materials	49.88
American Express Co.	AXP	Financials	42.92
JPMorgan Chase & Co.	JPM	Financials	42.42
Hewlett-Packard Co.	HPQ	Technology	42.10
Walt Disney Co.	DIS	Consumer Services	37.51
Merck & Co. Inc.	MRK	Health Care	36.04
Verizon Communications Inc.	VZ	Telecommunications	35.78
Home Depot Inc.	HD	Consumer Services	35.06
Kraft Foods Inc. CI A	KFT	Consumer Goods	31.51
AT&T Inc.	T	Telecommunications	29.38
Microsoft Corp.	MSFT	Technology	27.92
Intel Corp.	INTC	Technology	21.03
Cisco Systems Inc.	CSCO	Technology	20.23
General Electric Co.	GE	Industrials	18.29
Pfizer Inc.	PFE	Health Care	17.51
Alcoa Inc.	AA	Basic Materials	15.39
Bank of America Corp.	BAC	Financials	13.34

Data as of December 31, 2010.

For more information on the Dow Jones Industrial AverageSM,
 email djindexsupport@djindexes.com or call U.S. +1.609.520.7249; Asia +86.10.5737.2634;
 Europe +49.69.29.725.180. Learn more at www.djindexes.com.

© CME Group Index Services LLC 2011. All rights reserved.

"Dow Jones Indexes", the marketing name of CME Group Index Services LLC ("CME Indexes"), is a trademark of Dow Jones Trademark Holdings LLC. "Dow Jones[®]", "Dow Jones Indexes", "DJ", "The Dow", "Dow Jones Industrial Average", "DJIA" and all other index names listed above are service marks of Dow Jones Trademark Holdings, LLC ("Dow Jones"), and have been licensed for use by CME Indexes. "CME" is a trademark of Chicago Mercantile Exchange Inc. Standard & Poor's[®], "S&P[®]", "S&P 500[®]" and "Standard & Poor's 500" are trademarks of The McGraw-Hill Companies, Inc. All other names are the trademarks or service marks of their respective owners.

Investment products based on the Dow Jones Industrial AverageSM are not sponsored, endorsed, sold or promoted by Dow Jones, CME Indexes or their respective affiliates and none of Dow Jones, CME Indexes or any of their respective affiliates make any representation regarding the advisability of investing in such products. Inclusion of a company in any of the indexes in these materials does not in any way reflect an opinion of Dow Jones, CME Indexes or any of their respective affiliates on the investment merits of such company. None of Dow Jones, CME Indexes or any of their respective affiliates is providing investment advice in connection with these indexes.

All information in these materials is provided "as is". CME Indexes, Dow Jones and their respective affiliates do not make any representation regarding the accuracy or completeness of these materials, the content of which may change without notice, and each of CME Indexes, Dow Jones and their respective affiliates disclaim liability related to these materials.