

Dow Jones Internet Composite IndexSM

Fact Sheet

Stated Objective

To represent the largest and most actively traded stocks of U.S. companies in the Internet industry.

Key Features

- To be eligible for the index, a company must generate at least 50% of its revenues from the Internet.
- The index is designed to provide representation of both the Internet commerce and Internet services sectors.
- Stocks are selected to the index based on float-adjusted market capitalization and liquidity.

Descriptive Statistics

Index Name	Component Number	Market Capitalization (Billions)						Component Weight (%)	
		Full	Float-Adjusted	Mean	Median	Largest	Smallest	Largest	Smallest
Dow Jones Internet Composite Index	40	328.4	21.9	0.5	0.4	1.9	0.2	8.78	0.82
Dow Jones Internet Commerce Index	15	276.3	50.2	3.3	4.1	5.4	0.5	10.79	0.99
Dow Jones Internet Services Index	25	52.1	29.6	1.2	0.9	3.2	0.3	10.74	0.86

Data calculated in USD as of February 26, 2010.

Mean, median, largest component and smallest component values are based on float-adjusted market capitalization.

Performance

Index Name	Total Return (%)				Annualized Total Return (%)				
	1-Month	3-Month	YTD	2009	1-Year	3-Year	5-Year	10-Year	Since Inception*
Dow Jones Internet Composite Index	3.13	1.46	-3.84	80.27	75.86	1.66	7.93	-13.42	7.61
Dow Jones Internet Commerce Index	2.47	-2.85	-6.84	99.36	93.16	0.02	9.08	-4.28	16.55
Dow Jones Internet Services Index	5.13	7.42	-0.14	55.07	57.60	2.71	8.55	-19.91	2.50

Data calculated in USD as of February 26, 2010.

The Dow Jones Internet Composite IndexSM were first published in February 1999. To the extent this document includes information for the index for the period prior to its initial publication date, such information is back-tested (i.e., calculations of how the index might have performed during that time period if the index had existed). And the comparisons, assertions and conclusions regarding the performance of the index during such time period are based on back-testing. Back-tested information is purely hypothetical and is provided in this document solely for informational purposes. Back-tested performance does not represent actual performance, and should not be interpreted as an indication of actual performance. Past performance is not indicative of future results.

*Inception date: June 30, 1998.

Fundamentals

P/E (Including Negative) P/E (Excluding Negative)

Index Name	P/E (Including Negative)		P/E (Excluding Negative)		P/B	Dividend Yield	P/Sales	P/Cash Flow
	Trailing	Projected	Trailing	Projected				
Dow Jones Internet Composite Index	67.12	21.77	21.78	19.52	2.41	0.22	2.72	30.25
Dow Jones Internet Commerce Index	NMF	24.32	27.74	21.83	2.61	0.11	3.03	73.66
Dow Jones Internet Services Index	21.03	18.08	17.37	17.09	2.09	0.31	2.68	24.02

Data calculated in USD as of February 26, 2010.

Quick Facts

Component Number	40
Weighting	Float-adjusted market capitalization, subject to a 10% cap within the Internet Commerce or Internet Services sector
Review Frequency	Quarterly
Base Value/Base Date	100 as of June 30, 1998
Calculation Frequency	Every 3 minutes during U.S. stock exchange trading hours
History Availability	Available daily back to June 30, 1997
Date of Introduction	February 1999

For more information on the Dow Jones Internet Composite IndexSM,
email djindexsupport@dowjones.com
or call U.S. +1.609.520.7249 | Asia +86.10.8400.7774 | Europe +49.69.29.725.180
Learn more at www.djindexes.com.

All information as of February 26, 2010

© Dow Jones & Company, Inc. 2010. All rights reserved. "Dow Jones®", "Dow Jones Indexes", and "Dow Jones Internet Composite IndexSM" are service marks of Dow Jones & Company, Inc. All information in these materials is provided "as is". Dow Jones does not make any representation regarding the accuracy or completeness of these materials, the content of which may change without notice, and specifically disclaims liability related to these materials. Investment products that may be based on the Dow Jones Internet Composite IndexSM are not sponsored, endorsed, sold or promoted by Dow Jones, and Dow Jones makes no representation regarding the advisability of investing in them. Inclusion of a company in this Index does not in any way reflect an opinion of Dow Jones on the investment merits of such company. Index performance is for illustrative purposes only and does not represent the performance of an investment product that may be based on the index. Index performance does not reflect management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index.

To the extent information for this Index for the period prior to its initial publication date is made available, any such information will be back-tested (i.e., calculations of how the index might have performed during that time period if the index had existed). Any comparisons, assertions and conclusions regarding the performance of the Index during the time period prior to launch will be based on back-testing. Back-tested information is purely hypothetical and is provided solely for informational purposes. Back-tested performance does not represent actual performance and should not be interpreted as an indication of actual performance. Past performance is also not indicative of future results.