

Dow Jones U.S. Consumer Services IndexSM

Fact Sheet

Stated Objective

To measure the stock performance of U.S. companies in the Consumer Services sector.

Key Features

- The index represents the Consumer Services Industry as defined by the Industry Classification Benchmark (ICB).
- The index is one of ten indexes that together make up the Dow Jones U.S. IndexSM, which represents approximately 95% of U.S. market capitalization.

Descriptive Statistics

Currency	Component Number	Market Capitalization (Billions)						Component Weight (%)	
		Full	Float-Adjusted	Mean	Median	Largest	Smallest	Largest	Smallest
USD	194	1,568.6	1,368.2	7.1	2.7	118.3	0.4	8.65	0.03

Data calculated as of February 26, 2010.

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

Performance

Currency	Total Return (%)				Annualized Total Return (%)				
	1-Month	3-Month	YTD	2009	1-Year	3-Year	5-Year	10-Year	Since Inception*
USD	4.82	6.00	2.37	33.68	59.64	-4.63	0.43	-0.43	7.07

Data calculated as of February 26, 2010.

The Dow Jones U.S. Consumer Services IndexSM was first published in February 2000. 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: December 31, 1991.

Fundamentals

P/E (Including Negative)		P/E (Excluding Negative)		P/B	Dividend Yield	P/Sales	P/Cash Flow
Trailing	Projected	Trailing	Projected				
18.33	14.19	16.26	14.22	2.14	1.37	0.66	8.14

Data calculated in USD as of February 26, 2010.

Symbols

	Total Return USD	Price Return USD
Suggested Symbol	DJUSCYT	DJUSCY
ISIN	N/A	XC0006974734
Bloomberg	DJUSCYT	DJUSCY
Bridge	US&SCYT	US&SCY
Comstock	DJUSCYT	DJUSCY
Reuters	.DJUSCYT	.DJUSCY
Thomson	N/A	.DJUSC
Thomson GlobalTopic	N/A	DJUSC.CT
Telekurs	DJUSCYT	DJUSCY

Top Components

Company	Country	ISIN/Ticker	Industry	Supersector	Float Factor	Adjusted Weight (%)
Wal-Mart Stores Inc.	U.S.	WMT	Consumer Services	Retail	0.57	8.65%
McDonald's Corp.	U.S.	MCD	Consumer Services	Travel & Leisure	1.00	5.04%
Walt Disney Co.	U.S.	DIS	Consumer Services	Media	0.93	4.05%
Home Depot Inc.	U.S.	HD	Consumer Services	Retail	1.00	3.87%
CVS Caremark Corp.	U.S.	CVS	Consumer Services	Retail	1.00	3.48%
Amazon.com Inc.	U.S.	AMZN	Consumer Services	Retail	0.72	2.67%
Target Corp.	U.S.	TGT	Consumer Services	Retail	0.91	2.57%
Walgreen Co.	U.S.	WAG	Consumer Services	Retail	1.00	2.55%
Lowe's Cos.	U.S.	LOW	Consumer Services	Retail	1.00	2.53%
Time Warner Inc.	U.S.	TWX	Consumer Services	Media	1.00	2.48%

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Quick Facts

Component Number	Variable
Weighting	Float-adjusted market capitalization
Review Frequency	Quarterly, in March, June, September, and December
Base Value/Base Date	100 as of December 31, 1991
Calculation Frequency	Every 15 seconds during U.S. trading hours
History Availability	Available daily back to December 31, 1991
Date of Introduction	February 2000

For more information on the Dow Jones U.S. Consumer Services 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

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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.