

Stated Objective

To represent large and well-known U.S. companies. Covers all industries with the exception of Transportation and Utilities.

Key Features

- Components are selected at the discretion of The Wall Street Journal editors.
- The index is price weighted.

Descriptive Statistics

Market Capitalization (Billions)

Currency	Component Number	Full	Float-Adjusted	Mean	Median	Largest	Smallest
USD	30	3,597.6	3,444.3	114.8	108.5	403.4	4.6

Data calculated as of September 30, 2008.

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

Performance

Total Return (%)

Annualized Total Return (%)

Currency	3-Month	YTD	2007	1-Year	3-Year	5-Year	10-Year
USD	-3.71	-16.59	8.88	-19.85	3.34	5.60	5.45

Data calculated as of September 30, 2008.

Fundamentals

P/E (Including Negative)

P/E (Excluding Negative)

P/E (Including Negative)		P/E (Excluding Negative)		P/B	Dividend Yield	P/Sales	P/Cash Flow
Trailing	Projected	Trailing	Projected				
15.68	12.48	12.73	11.35	3.29	2.96	0.96	7.64

Data calculated in USD as of September 30, 2008.

Symbols

	Total Return	Price Return
	USD	USD
Suggested Symbol	DJITR	DJI
ISIN	N/A	US2605661048
Bloomberg	DJITR	DJI
Bridge	US&ITR	US&DJI
Comstock	DJITR	INDU
Reuters	.DJITR	.DJI
Thomson	.DINDR	.INDU
Thomson GlobalTopic	N/A	DJIA.CT
Telekurs	DJITR	DJI

Top 10 Components

Company	Country	ISIN	Industry	Supersector	Weight (%)
International Business Machines Corp.	U.S.	US4592001014	Technology	Technology	8.59%
Chevron Corp.	U.S.	US1667641005	Oil & Gas	Oil & Gas	6.05%
Exxon Mobil Corp.	U.S.	US30231G1022	Oil & Gas	Oil & Gas	5.70%
Procter & Gamble Co.	U.S.	US7427181091	Consumer Goods	Personal & Household Goods	5.12%
Johnson & Johnson	U.S.	US4781601046	Health Care	Health Care	5.09%
3M Co.	U.S.	US88579Y1010	Industrials	Industrial Goods & Services	5.01%
McDonald's Corp.	U.S.	US5801351017	Consumer Services	Travel & Leisure	4.53%
United Technologies Corp.	U.S.	US9130171096	Industrials	Industrial Goods & Services	4.41%
Wal-Mart Stores Inc.	U.S.	US9311421039	Consumer Services	Retail	4.40%
Caterpillar Inc.	U.S.	US1491231015	Industrials	Industrial Goods & Services	4.37%

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Quick Facts

Component Number	30
Weighting	Price
Review Frequency	As needed
Calculation Frequency	Every 2 seconds during U.S. stock-exchange trading hours; indicative every 15 seconds during Xetra trading hours
History Availability	Available back to May 26, 1896
Date of Introduction	May 1896

For more information on the Dow Jones Industrial AverageSM,
email djindexsupport@dowjones.com or call 609-520-7249.
Learn more at www.djindexes.com.

All information as of September 30, 2008

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