

Methodology

Introduction

The Dow Jones Industrial AverageSM represents large and well-known U.S. companies. The index covers all industries with the exception of Transportation and Utilities.

Index Universe

The index universe is defined as all U.S.-listed stocks of companies that produce non-transportation and non-utility goods and services.

Stock Selection

The Dow Jones Industrial AverageSM is maintained by the Averages Committee, which is comprised of the Managing Editor of *The Wall Street Journal*, the head of Dow Jones Indexes research and the head of CME Group research. The Averages Committee was created in 2010, when Dow Jones Indexes became part of CME Group Index Services, LLC, a joint venture company owned 90% by CME Group Inc. and 10% by Dow Jones & Company. While stock selection is not governed by quantitative rules, a stock typically is added only if the company has an excellent reputation, demonstrates sustained growth and is of interest to a large number of investors. Maintaining adequate sector representation within the index is also a consideration in the selection process.

Review Frequency

The composition of the Dow Jones Industrial AverageSM is reviewed on an as-needed basis. For the sake of continuity, composition changes are rare, and generally occur following corporate acquisitions or other dramatic shifts in a component company's core business. When such an event necessitates that one component be replaced, the entire index is reviewed. As a result, several component changes are often implemented simultaneously.

Calculation

When the Dow Jones Industrial AverageSM was initially created, its values were calculated by simply adding up the component stock prices and dividing by the number of components. Today, the divisor is adjusted to smooth out the effects of stock splits and other composition changes.

Weighting

The Dow Jones Industrial AverageSM is price weighted.

Data Availability

Calculation of the Dow Jones Industrial AverageSM began on May 26, 1896. Real index history is available from this date forward.

Price return and total return versions are available. The total return version of the index is calculated with gross dividends reinvested.

For more information on the **Dow Jones Industrial Average**SM,
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.

All information as of October 2011.

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

"Dow Jones Indexes" is a licensed trademark of CME Group Index Services LLC ("CME Indexes"). "Dow Jones[®]", "Dow Jones Indexes", "DJ", "Dow Jones Averages", "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. 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.