



Top Reasons

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

DOWJONES

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 110-plus 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.

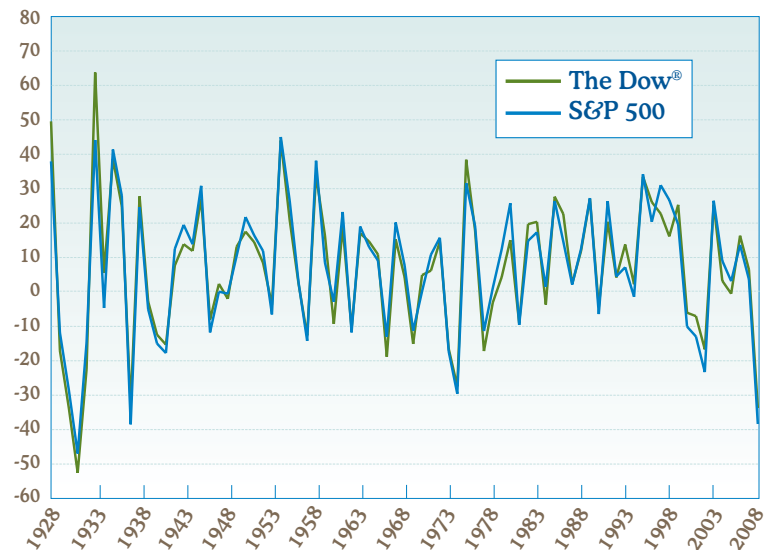
Performance vs. S&P 500

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 (\$2.4 trillion) accounts for 34% of the value of the S&P 500 (\$6.9 trillion).

Furthermore, The Dow® accounts for 26% of the investable U.S. market, \$9.6 trillion as measured by the Dow Jones U.S. TSM 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

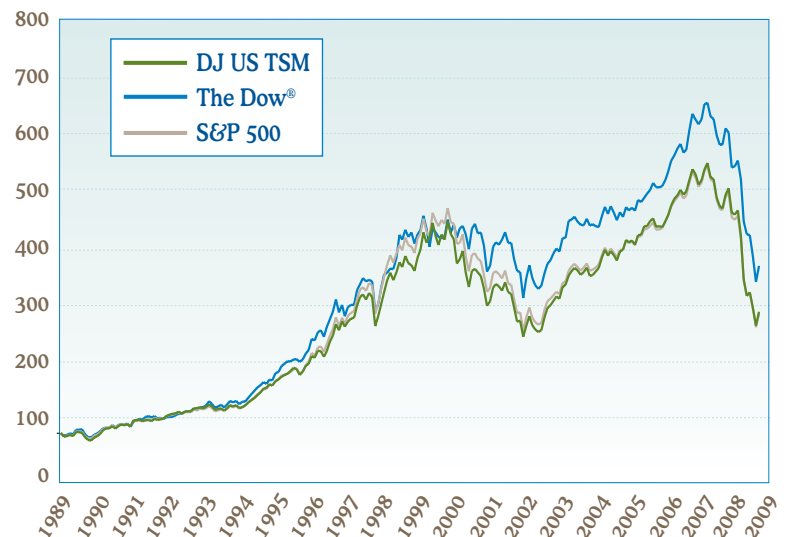
December 31, 1928 – December 31, 2008



Total Return Performance:

The Dow® vs. the S&P 500 & the DJ U.S. TSM Index

December 31, 1989 – March 31, 2009



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.

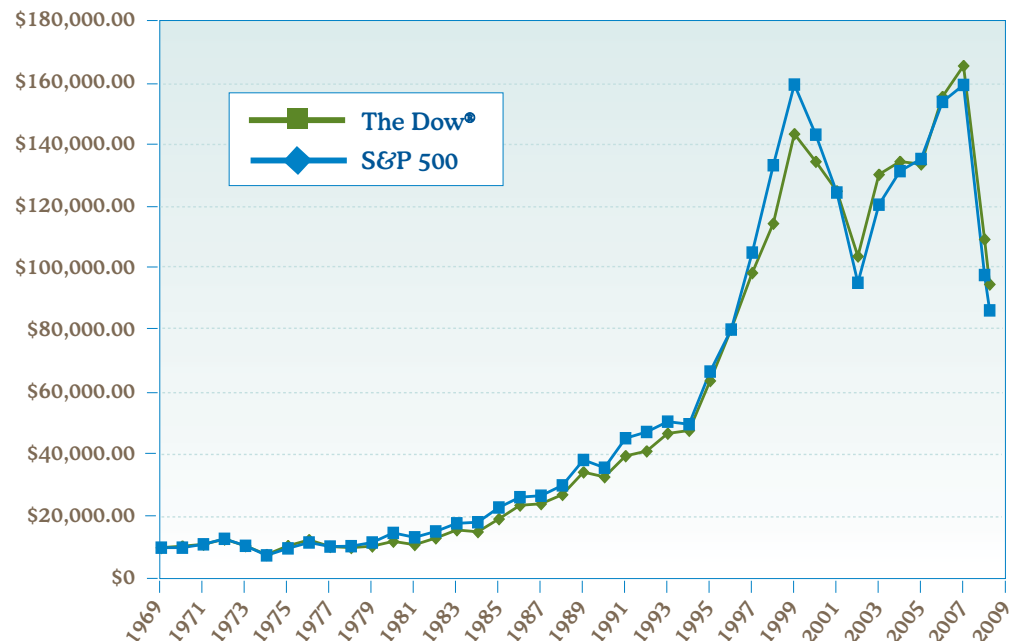
4. Large and Well-Known Component Companies

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 has been providing investors with the tools to measure market performance for more than 100 years, offering the investment community indexes that go well beyond the Dow Industrial, Transportation and Utility Averages. Dow Jones Indexes now publishes benchmarks that literally cover the world. We are now 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, 1969 – March 31, 2009



Components of The Dow[®]

Company	Ticker	Industry	USD Close
International Business Machines Corp.	IBM	Technology	107.49
Exxon Mobil Corp.	XON	Oil & Gas	73.17
Chevron Corp.	CHV	Oil & Gas	69.58
3M Co.	MMM	Industrials	60.69
McDonald's Corp.	MCD	Consumer Services	58.72
United Technologies Corp.	UTX	Industrials	56.49
Johnson & Johnson	JNJ	Health Care	55.63
Procter & Gamble Co.	PG	Consumer Goods	53.14
Boeing Co.	BA	Industrials	52.83
Wal-Mart Stores Inc.	WMT	Consumer Services	50.81
Coca-Cola Co.	KO	Consumer Goods	49.38
Travelers Cos. Inc.	SPC	Financials	43.92
Caterpillar Inc.	CAT	Industrials	38.57
Hewlett-Packard Co.	HWP	Technology	37.41
JPMorgan Chase & Co.	CHL	Financials	35.39
Verizon Communications Inc.	BEL	Telecommunications	29.28
Kraft Foods Inc. Cl A	KFT	Consumer Goods	26.59
E.I. DuPont de Nemours & Co.	DD	Basic Materials	26.21
Merck & Co. Inc.	MRK	Health Care	25.93
American Express Co.	AXP	Financials	25.65
Walt Disney Co.	DIS	Consumer Services	25.33
Home Depot Inc.	HD	Consumer Services	24.56
AT&T Inc.	SBC	Telecommunications	24.4
Microsoft Corp.	MSFT	Technology	22.05
Cisco Systems Inc.	CSCO	Technology	19.87
Intel Corp.	INTC	Technology	15.92
Pfizer Inc.	PFE	Health Care	14.31
General Electric Co.	GE	Industrials	13.56
Bank of America Corp.	NB	Financials	12.06
Alcoa Inc.	AA	Basic Materials	10.77

Data as of June 8, 2009.

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For more information on the Dow Jones Industrial AverageSM,
email djindexsupport@dowjones.com or call 609.520.7249. Learn more at www.djindexes.com.

Except where indicated, all data and information as of March 31, 2009.

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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.