

Dow Jones Unveils New Innovations to Factiva

Mobility via iPad App, More Global Content, Enhanced Ease of Use

Dubai, UAE (April 12, 2011) – Dow Jones and Company is unveiling a series of innovations to Factiva over the coming weeks. These will include a new iPad app, more global content and a more intuitive user experience through its new interface, navigation and features.

The tablet app and new features, including customizable “Snapshot” content views to illustrate key trends, will be available in nine languages. These changes will provide professionals with the ability to better access and utilize Factiva’s global business intelligence.

Factiva is one of the largest digital business aggregators and archives in the world. It offers sophisticated monitoring and search of 31,000 high-quality sources in 26 languages, thousands of which are not accessible via common search engines.

Scott Schulman, president of the company’s Corporate Markets group, said, “We’re an information-driven economy. Now more than ever, professionals need the ability to access relevant business intelligence that will support or prompt business decisions. They need that content to be global, they need to have a high degree of trust in the information, and they need to be able to access it anywhere.” He added, “Factiva is at an important intersection between business content and technology, and these changes address the key trends influencing how our clients do business and compete.”

Factiva’s new user interface and customized information Snapshots will allow customers to monitor and find meaningful information more quickly. The new Snapshots capture a personalized view of information and events on a specific industry, company, region or topic in a single view with timelines, heat maps and charts to uncover and analyze business risks and opportunities. Factiva’s new interface will also improve list and custom alert management as well as assisted search features such as auto-complete. Factiva users will also be able to rate preferred sources to give them higher prominence in search results. Both the new Factiva interface and Snapshots will be available beginning April 30.

Factiva’s global content offering, with available auto-translation, will be significantly enhanced with the addition of 100 Arabic sources, 19 million company profiles and more than 3,000 selected blogs. These additions complement the recent incorporation of 1,800 new sources in 16 languages, including Bahasa Indonesia and Bahasa Melayu.

The Factiva iPad app and new content features will all be available in nine interface languages including Chinese, Japanese, French, German, Spanish and Russian. The Factiva iPad app will be available in May.

Schulman added, "The deep global information we can deliver across established and emerging markets enables us to provide customers with comprehensive news and information to guide their market growth. Factiva is fueling the global information economy by giving companies the capability to utilize the most critical information across increasingly complex markets."

Continued enhancements to Factiva help business professionals efficiently and productively drive their organizations. The U.S. industry-research firm Basex estimates that the average knowledge worker spends about 25% of the day searching for needed information and that the annual economic loss due to information overload at work is \$900 billion.

Images of the Factiva iPad app, Snapshots and restyled Factiva interface can be found at

www.dowjones.com/pressroom/SMPRs/FactivaToday.html. For more information about Factiva, visit www.factiva.com.

ABOUT FACTIVA

Factiva is one of the largest, most global digital business aggregators and archives in the world. Geared for business decision making on desktop and mobile environments, its global news collection includes more than 31,000 sources from 200 countries in 26 languages. Factiva's combination of global content and search and monitoring technologies offers professionals timely, reliable and relevant knowledge for business advantage.

ABOUT DOW JONES

Dow Jones & Company is a global provider of news and business information and a developer of technology to deliver content to consumers and organizations across multiple platforms. Dow Jones produces newspapers, newswires, Web sites, apps, newsletters, magazines, proprietary databases, conferences, radio and video. Its premier brands include The Wall Street Journal, Dow Jones Newswires, Factiva, Barron's, MarketWatch, SmartMoney and All Things D. Its information services combine technology with news and data to support business decision making. The company pioneered the first successful paid online news site and its industry leading innovation enables it to serve customers wherever they may be, via the Web, mobile devices and tablets. The Dow Jones Local Media Group publishes community newspapers, Web sites and other products in six U.S. states. Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com).