



Media Contact:

Anna Wharton
Corporate Communications,
Dow Jones & Company
Tel +44 (0)207 842 9685
Mobile +44 7930 411624
Email: anna.wharton@dowjones.com

Dow Jones and RavenPack Launch Analytic Software that Transforms News into Data for Quantitative Analysis and Algorithmic Trading

Hosted “Dow Jones News Analytics” Enables Quick Design and Deployment of News-Enabled Models

LONDON (April 16, 2007) — Dow Jones & Company (NYSE: DJ) today introduced Dow Jones News Analytics, a secure, Web-based software application that enables hedge funds and banks to quickly and cost-effectively build news-oriented quantitative models for algorithmic trading. The application, developed in partnership with RavenPack, an analytics consultancy, works with Dow Jones’s real-time feed and continuously updated 20-year news archive, and can both present results graphically on a screen and feed them into a firm’s automated trading systems.

Dow Jones News Analytics is the latest Dow Jones offering for algorithmic and quantitative specialists that leverages Dow Jones’s comprehensive news coverage from its 2,600 news staff and more than 130 news bureaus around the world. The complete line-up includes Dow Jones News & Archives for Algorithmic Applications, the text-based real-time feed and 20-year archive that work with Dow Jones News Analytics, and the recently launched Dow Jones Elementized News Feed. The new elementized feed delivers news in precise and discrete elements in XML-tagged fields, providing computer-readable news data for direct integration into trading, execution and other models.

“Dow Jones has a long, renowned history of providing the trusted, real-time news and information that drives market decisions,” said Dennis Cahill, senior vice president and chief product officer, Dow Jones Enterprise Media Group. “Our latest solution, Dow Jones News Analytics, expands on this commitment, providing algorithmic and quantitative specialists with a turnkey solution that powers trading strategies while reducing infrastructure and development costs.”

Dow Jones News Analytics is the company’s first hosted solution to combine news, archives and analytics tools that allows users to transform Dow Jones’s text-based archive into numerical data. Using RavenPack’s computational linguistics technology and embedded statistical tools, Dow Jones News Analytics can identify trends and correlations in news and sentiment for most asset classes or instruments. This data is graphically displayed and manipulated against streaming and historical price and volume data, enabling analysts and traders to design, develop and deploy proprietary models for trading, arbitrage and back-testing. RavenPack’s systems are also scaled to allow the real-time, tick-by-tick analysis of large volumes of news in Dow Jones News Analytics.

“We are proud to expand our relationship with Dow Jones,” said Armando Gonzalez, president and CEO of RavenPack International. “With Dow Jones’s leadership in news and our expertise in information analysis, Dow Jones News Analytics puts news-enabled algorithms within the reach of analysts and traders at firms of all sizes.”

Dow Jones News Analytics will be [demonstrated at](http://www.wbresearch.com/tradetecheurope/index.html) TradeTech Europe, the 7th Institutional Equity Trading & Technology Summit (<http://www.wbresearch.com/tradetecheurope/index.html>) at Le Palais des Congrès, Paris, from 24-27 April 2007. At the same event, Simon Rodda, Dow Jones’s director of international product management, will chair the 26 April afternoon sessions on trading and technology issues. Dow Jones is also short-listed for Best Overall Data Provider at the TradeTech Awards 2007.

For more information about Dow Jones News Analytics, visit:
<http://www.djnewsires.com/eu/ProfessionalServices.htm?ST=1&SST=0>.

About Dow Jones & Company

Dow Jones & Company (NYSE: DJ; dowjones.com) is a leading provider of global business news and information services. Its Consumer Media Group publishes The Wall Street Journal, Barron's, MarketWatch and the Far Eastern Economic Review. Its Enterprise Media Group includes Dow Jones Newswires, Factiva, Dow Jones Licensing Services, Dow Jones Indexes and Dow Jones Financial Information Services. Its Local Media Group operates community-based information franchises. Dow Jones is co-owner with Hearst of SmartMoney. Dow Jones provides news content to CNBC and radio stations in the U.S.

About RavenPack

RavenPack provides corporate and government clients with global consulting services and analytical solutions. Through a methodology integrating powerful mathematical and artificial intelligence technologies, RavenPack produces accurate, comprehensive and real-time solutions to customers’ problems. RavenPack delivers intelligence and analytical services in the areas of finance and investment, business and research, and risk management.