



What's News —

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Dow Jones and RavenPack Collaborate to Deliver Dow Jones News Analytics with API for Customers' Proprietary Trading Systems

New Developer's Kit Enables Banks and Hedge Funds to Seamlessly Integrate News and Sentiment Data into Their Own Algorithmic Trading Models

NEW YORK (September 27, 2007) — Dow Jones & Company (NYSE: DJ) today announced the launch of a Dow Jones News Analytics Developer's Kit, an application programming interface (API) that seamlessly integrates Dow Jones News Analytics' enriched data directly into a customer's proprietary trading platform. The company also announced that Dow Jones News Analytics is now available in the U.S. and Canada, in addition to Europe.

Produced in partnership with RavenPack, a leader in computational linguistics, Dow Jones News Analytics provides a unique combination of Dow Jones real-time news and RavenPack's sentiment data. Now, firms can integrate this data into their automated trading systems while transforming the Dow Jones real-time news into actionable data within milliseconds of the news breaking in the market. Users can request and process historical and real-time news analytics directly from within their platform. Financial organizations can also choose a hosted solution to research and create new algorithmic trading models based on news.

"The algorithmic trading community is constantly searching for more ways to turn news into profits," said Joe Lanza, vice president and managing director, Algorithmic & Trading Products, Dow Jones Enterprise Media Group. "Dow Jones News Analytics translates the vast database of Dow Jones content into actionable trading data, in flexible formats to fit the customer's business and technological needs."

The new Developer's Kit can work with hundreds of third-party statistical and market analysis programs. It is fully compatible with the latest versions of Java. Application developers benefit from resources including testing systems, code samples, technical documentation and technical support.

Dow Jones News Analytics is the latest offering to draw on Dow Jones's award-winning news coverage and provide the depth and speed of information that algorithmic and quantitative professionals require.

The product provides sentiment analysis of each news story using various linguistic techniques. These involve classifying news by counting key words and phrases, training computer programs on the views of financial experts, and ultimately rating stories on how markets historically respond to news. Using this hosted service, financial firms can enhance their proprietary models with leading-

edge news analysis and overcome the professional, technology and cost constraints associated with text mining vast amounts of news. In addition to Dow Jones's comprehensive, real-time news, users have instant access to more than 20 years of Dow Jones news and information represented numerically or as full text.

“We are pleased to respond to the demand for capability heard from both Europe and the U.S. by technologically and geographically broadening Dow Jones News Analytics,” said Armando Gonzalez, president and CEO of RavenPack International. “We are leveraging the strengths of a leader in news with those of a leader in information analysis. This solution provides a competitive advantage to firms of all sizes in the financial markets.”

For more information about Dow Jones News Analytics, visit www.djnewswires.com/djna.

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 Client Solutions, 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 International, S.L. is a global leader in computational linguistics and the rapid processing of large, complex datasets. 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.

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