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## NEWS FROM DOW JONES

*Press release*

### Matthew Ellsworth, Andrea Beecher Join DJ Integrated Solutions

January 10, 2005

NEW YORK (Jan. 10, 2005)-Dow Jones Integrated Solutions (DJIS), a group within Dow Jones & Company (NYSE: DJ) that offers customized integrated marketing solutions, today announced that it has expanded its sales team with the recent appointments of Matthew Ellsworth, 30, as sales development director, and Andrea Beecher, 37, as sales director. Both will report to Matthew Goldberg, executive director, DJIS.

In his new role, Mr. Ellsworth will lead the sales development effort for DJIS, supporting sell-through for the DJIS team by crafting customized cross-platform programs that meet clients' marketing objectives and generate incremental revenue for Dow Jones.

Prior to joining Dow Jones, Mr. Ellsworth held a variety of marketing positions at The Wall Street Journal. Most recently, he was Associate Business Development Director at Time Inc.'s Business 2.0 magazine, where he was responsible for developing category insights and implementing strategic marketing programs to drive advertising revenue.

Mr. Ellsworth earned a bachelor's degree from Northwestern University, Evanston Ill.

Ms. Beecher will be driving the sales effort for DJIS, working with cross-Dow Jones sales teams to develop, sell and renew integrated programs. She will focus on developing go-to-market sales strategies that result in new business and manage the integrated sales process, both internally and externally.

Previously, Ms. Beecher held sales and marketing positions at In Style, Vogue and Glamour magazines. Most recently, she was advertising promotion director for The New York Times, where she was responsible for creating integrated marketing programs and promotions for the New York Times and its Group Advantage Buy.

Ms. Beecher earned a bachelor's degree from the University of Delaware.

"With their unique sales perspectives and combined knowledge and experience in integrated marketing, Matt and Andrea will be valuable additions to the team," Mr. Goldberg said. "Together, they have a long

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track record of success developing innovative cross-media programs, which will be integral to ensuring that our clients achieve their goals."

### **About Dow Jones & Company**

In addition to The Wall Street Journal and its international and online editions, Dow Jones & Company (NYSE: DJ; [www.dowjones.com](http://www.dowjones.com)) publishes Barron's and the Far Eastern Economic Review, Dow Jones Newswires, Dow Jones Indexes and the Ottaway group of community newspapers. Dow Jones is co-owner with Reuters Group of Factiva, with Hearst of SmartMoney and with NBC Universal of the CNBC television operations in Asia and Europe. Dow Jones also provides news content to CNBC and radio stations in the U.S.

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