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What's News —

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WALL STREET JOURNAL LAUNCHES FINS.COM – CAREER SITE FOR FINANCIAL PROFESSIONALS

NEW YORK (July 14, 2009)— The Wall Street Journal has launched a new career site – FINS.com – a stand-alone, online resource specifically targeting financial professionals and the finance market. The site covers all major financial sectors with associated jobs and news, in-depth research on companies, and daily columns offering advice and career insight, with the credibility and authority of The Wall Street Journal.

Free to users, FINS.com is a daily destination for both active job seekers and those in the finance industry who want to keep abreast of career-related dynamics in the market. Recruiters and employers have the ability to reach a targeted, high-quality audience through display ads, candidate search and job postings. FINS.com is part of The Wall Street Journal Digital Network, which comprises the flagship WSJ.com, MarketWatch.com, Barrons.com and AllThingsD.com.

“FINS.com is an innovative new business intended to help super-serve our current customers in multiple dimensions of their lives and attract new customers to the Journal franchise,” said Ann Sarnoff, president of Dow Jones Ventures. “The site offers a

powerful combination of news, advice and jobs for people in the financial industry, backed by the strength of The Wall Street Journal.”

FINS.com has a dedicated editorial staff that generates targeted, career-related content, including regular features such as the **Bull/Bear Report**, a blog-style column that tracks the financial job market, and **Morning Coffee**, which helps candidates start each day with a career spin on the latest financial news. The site provides the ability to search for job opportunities with robust filtering tools, while users can also research more than 1,500 companies across multiple sectors and access finance-specific career development information, ranging from job search tips to longer-term advancement and career transition advice. Additional tools and features will roll out in the coming months.

“Large general job boards traditionally have under-served the needs of finance professionals, and FINS.com takes a unique, comprehensive approach to this segment by creating a daily resource that appeals to both active and passive job seekers alike,” said Kevin Hatfield, general manager of FINS.com. “The site features top employers and jobs in the financial industry while keeping users in the know about career-related news.”

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About The Wall Street Journal

Founded in 1889, The Wall Street Journal, the flagship publication of Dow Jones & Company is the world's leading business publication and holds 33 Pulitzer Prizes for outstanding journalism. The Wall Street Journal has a print and online circulation of more than 2 million, reaching the nation's top business and political leaders, as well as investors across the country. The Wall Street Journal boasts the largest individually paid circulation out of the top 25 U.S. newspapers. Other publications that are part of The Wall Street Journal franchise, with a global audience of 3.8 million, include The Wall Street Journal Asia and The Wall Street Journal Europe. The Wall Street Journal Online at WSJ.com is the leading provider of business and financial news and analysis on the Web with more than one million subscribers and 26 million users per month. WSJ.com is the flagship site of The Wall Street Journal Digital Network, which also includes MarketWatch.com, Barrons.com, AllThingsD.com and FINS.com. In 2009, the Journal was ranked No. 1 in BtoB's Media Power 50 for the 10th consecutive year. The Wall Street Journal Radio Network services news and information to more than 350 radio stations in the U.S.