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What's News —

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MARKETWATCH APP NOW AVAILABLE ON APP STORE

Real-Time News and Data for iPhone and iPod touch

NEW YORK (Nov. 2, 2009)—MarketWatch.com today announced its MarketWatch App is available for iPhone and iPod touch from the App Store. The app features real-time headlines and news bulletins, real-time data, audio and social media features to serve MarketWatch's core audience of engaged investors.

“The hallmark of MarketWatch is the ability to provide a very engaged and active audience with crucial, real-time news and analysis needed to make important investing decisions on a daily basis, and this new app means that service will now be available to them anytime, anywhere via the iPhone,” said David Callaway, editor-in-chief of MarketWatch.

The MarketWatch App showcases the most important and breaking stories of the day selected by the site's editors and provides MarketWatch's signature real-time headlines and news bulletins as news breaks, just as the Web site does. **Top Stories** provides the day's most important stories, while **Latest News** offers real-time news bulletins and commentary throughout the day. **Markets** features global market news,

real-time quotes and markets analysis and insight, and **Tech** features breaking news on technology stocks and analysis of trends and corporate tech news.

In addition, the app offers an extensive **Market Data** features set, including:

- Quote look-up by name or symbol;
- Customizable Watch List for tracking market instruments;
- Markets map showing trading status of major exchanges;
- Ticker index showing latest levels of major U.S. indexes;
- Market data thumbnail charts on quote pages with full-size charts accessible from quote pages;
- Quote data for companies mentioned in an article will be listed at the bottom of the article for one-click access to data.

A new text-to-speech tool for the Top Stories section – powered by ReadSpeaker – allows users to listen to consecutive articles or podcasts in a loop, delivering ‘cruise control’ functionality for news consumption.

The MarketWatch App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

MarketWatch has also debuted new advertising opportunities on the app, including pre-roll audio ads for the text-to-speech feature and new ad units on the podcast summary and audio file pages. Lexus is the exclusive launch sponsor of the MarketWatch iPhone app. The app will feature the automaker’s new 2010 LS line mobile ads.

The MarketWatch App follows a significant redesign of the Web site in May, including new design and navigation, expanded content and features and a focus on the site’s leading personalities and columns. MarketWatch.com is part of The Wall Street Journal Digital Network, which includes WSJ.com, Barrons.com and AllThingsD.com.

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About MarketWatch

MarketWatch.com, published by Dow Jones & Company, tracks the pulse of markets for engaged investors with more than 12 million visitors per month. The site is a leading innovator in business and investment news, real-time commentary and financial tools and data, with dedicated journalists generating more than 500 headlines, stories and market briefs a day from 11 bureaus around the world. In addition, MarketWatch offers subscription products for individual investors, including the Hulbert Financial Digest suite of products, Retirement Weekly and ETF Trader. The MarketWatch Radio Network also provides radio updates every 30 minutes. MarketWatch.com is a member of The Wall Street Journal Digital Network, which includes WSJ.com, Barrons.com, AllThingsD.com, BigCharts.com and VirtualStockExchange.com.

About Lexus

Lexus is celebrating its 20th Anniversary in the United States. Since its debut in 1989, Lexus has earned a reputation for offering high-quality luxury vehicles and providing benchmark customer service through its 227 dealers. This has led to Lexus being the top-selling luxury automaker for nine years in a row. Lexus is also committed to the environment and, with four hybrid vehicles in its line-up, is the luxury hybrid leader. Through its innovative technology and outstanding customer service, Lexus is dedicated to exceeding its customers' expectations.