

THE WALL STREET JOURNAL.

ASIA

WALL STREET JOURNAL DEBUTS JAPAN.WSJ.COM, EAGERLY AWAITED JAPANESE-LANGUAGE BUSINESS AND FINANCIAL NEWS SITE

TOKYO (Dec. 15, 2009)—The Wall Street Journal today introduced its eagerly awaited Japanese-language business and financial news Web site, japan.WSJ.com (<http://japan.wsj.com>).

The new Web site features Japanese translations of content, including video and other multimedia, from all print and online editions of The Wall Street Journal and those of other Dow Jones publications. Yumiko Ono, formerly the Journal's Tokyo bureau chief, is managing editor of the site.

japan.WSJ.com is operated by Wall Street Journal Japan K.K., a joint venture between Dow Jones & Company and SBI Holdings, Inc. of Japan. Dow Jones holds 60% of Wall Street Journal Japan K.K. and SBIH holds 40%.

“We are proud to bring the world's best business news coverage to the world's second largest economy,” said Robert Thomson, editor-in-chief of Dow Jones and managing editor of The Wall Street Journal. “Having lived in Tokyo for five years, I am acutely aware that Japanese business readers are extremely discerning and we will strive each day to bring them comprehensive coverage.”

“We live in an era of unprecedented interconnectedness; consequently, in Japan as elsewhere, there has never been a greater need for trusted reporting and analysis of global news,” said Todd Larsen, chief operating officer of Dow Jones Consumer Media Group. “Providing the Journal's unmatched content online, in Japanese, along with the best of other Dow Jones publications, will go a long way towards meeting this need.

“Serving readers in their first language – and the advertisers who aim to reach them – is a critical component of Dow Jones's global growth strategy, and the Asia-Pacific region is at the forefront of this strategy.”

japan.WSJ.com is the second major Asian-language Web site operated under The Wall Street Journal brand in the region. The Journal's Chinese-language Web site, chinese.WSJ.com, launched in 2002, has more than 700,000 registered users and is the only foreign Web site to rank (6th) in the top 10 business and finance sites in China. (Source: iwebChoice.com/iresearch.cn).

Since News Corp. acquired Dow Jones in 2007, the company's regional investments and initiatives have also included: the redesign of The Wall Street Journal Asia, featuring expanded coverage and additional print and online content; expansion of JLS (Japanese Language Services) Newswires coverage, adding more emerging market news to existing services covering international equities, foreign exchange and fixed income markets; the launch of China Real Time Report (<http://asia.wsj.com/chinarealtime>), a comprehensive resource for news and analysis on China; expansion of the CLS (Chinese Language Services) Newswires operation, which provides around-the-clock real-time financial news in Chinese; the launch of a Dow Jones Factiva automatic translation tool that provides access to global information in eight foreign languages including Japanese and Chinese; since October 2008, the doubling in size of Dow Jones's India news bureau, with plans to double investment in the company's Indian operation in each of the next two years; the printing of The Wall Street Journal Asia in India; an expanded Web site dedicated to Asia (asia.WSJ.com), a homepage for India (india.WSJ.com), a Web site about rural India (<http://online.wsj.com/public/page/rural-india.html>) operated jointly with India Knowledge@Wharton, an India management page (<http://india.wsj.com/management>) and India personal finance coverage; and the regional introduction of WSJ Mobile Reader, a mobile application which delivers content from WSJ.com, MarketWatch.com, Barrons.com and AllThingsD.com to most BlackBerry® smartphones as well as iPhones.

Dow Jones and SBI announced the joint venture agreement in May 2009 and formalized the joint venture in June. The joint venture's five-member board of directors includes Mr. Larsen; Stephen Daintith, chief financial officer of Dow Jones; Christine Brendle, managing director, Asia, Dow Jones Consumer Media Group and publisher of The Wall Street Journal Asia; Yoshitaka Kitao, SBIH chief executive officer and representative director; and Tomoya Asakura, Morningstar Japan K.K.'s president and chief operating officer. Mr. Kitao also serves as the joint venture's first Representative Director.

Ryosuke Hayashi, previously with a Japanese asset management group and the advertising group Dentsu, Inc., is the joint venture's managing director.

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About The Wall Street Journal Asia

The Wall Street Journal Asia is the leader in global business news for Asia. Since 1976, it has provided indispensable news and analysis of regional and global business developments for an influential pan-Asian audience of corporate and government decision-makers. The Wall Street Journal Asia has been voted the most "important business reading" among international daily newspapers in Asia in every ABRs/BE:ASIA study since the survey's inception in 1985.

The Wall Street Journal's China staff won a Pulitzer Prize in 2007 for coverage of the consequences of the nation's rapid growth.

Dow Jones publications won a combined five awards in the 2009 Society of Publishers in Asia Awards for Editorial Excellence.

Edited and published in Hong Kong, The Wall Street Journal Asia is printed in eleven Asian cities-Bangkok, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, New Delhi, Seoul, Singapore, Taipei and Tokyo-and distributed throughout the Asia Pacific region. More than 75% of its subscribers are Asian.

The Wall Street Journal's Web site for Asia is at www.asia.wsj.com and homepage for India is at www.india.wsj.com. The Wall Street Journal is also published online in Japanese at www.japan.wsj.com and in Chinese at www.chinese.wsj.com.

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