

# News

## DOW JONES & COMPANY ACQUIRES SMARTMONEY FRANCHISE FROM HEARST CORPORATION

*SmartMoney Strengthens Dow Jones' Broad Commitment to High Quality Personal Finance News and Commentary; Consumers Seek Reliable Financial Planning Information*

**NEW YORK, March 2, 2010**—Dow Jones & Company is expanding its portfolio of personal finance content by acquiring the Hearst Corporation's 50% interest in the SmartMoney franchise, bringing Dow Jones' total interest to 100%. The SmartMoney franchise includes *SmartMoney* magazine, Smartmoney.com and SmartMoney Custom Solutions, a custom publishing division. SmartMoney has been a partnership between Dow Jones and Hearst since 1991. Financial details about the transaction will not be disclosed.

"SmartMoney is a natural fit within Dow Jones, having carried brand association with *The Wall Street Journal* since its launch," said Todd Larsen, president of Dow Jones & Company. "SmartMoney is a trusted brand with high quality editorial and a clear focus on personal finance news and information. During this turbulent economy, when many readers are seeking long-term guidance on managing a variety of personal finance issues, the need for high quality content in this space has never been greater. Having the SmartMoney franchise 100% integrated with the Dow Jones and *Wall Street Journal* teams will provide the avenues for the brand to grow exponentially."

Since its inception in 1992, SmartMoney has provided its readers with practical ideas for saving, investing, and spending. With a current print and online audience of nearly six million, SmartMoney provides in-depth coverage of technology, automotive and lifestyle subjects including travel, fashion, fine wine, and more. The SmartMoney editorial team has earned three National Magazine Awards and was a finalist 14 times. Its editorial team includes three Pulitzer Prize winners.

"We've enjoyed the nearly 20-year relationship we've had with Dow Jones," said Cathleen P. Black, president, Hearst Magazines. "*SmartMoney* magazine, Smartmoney.com and Custom Solutions from SmartMoney will undoubtedly benefit as part of the Dow Jones portfolio of respected financial media brands, and we are sure that they will continue to thrive under their leadership."

"Hearst has been a superb partner for Dow Jones. Hearst has been committed to the same principles as Dow Jones—high quality editorial steeped in the high standards and ethics of the *Journal* as fostered by the leadership of Cathie Black and her team," said Mr. Larsen.

**About Dow Jones & Company**

Dow Jones & Company ([www.dowjones.com](http://www.dowjones.com)) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; [www.newscorp.com](http://www.newscorp.com)) and a leading provider of global news and business information. Its principal products include *The Wall Street Journal*, Dow Jones Newswires, Dow Jones Factiva, Barron's, MarketWatch and Dow Jones Indexes. Its Local Media Group operates community-based newspapers and Web sites. Dow Jones also provides news content to television and radio stations.

**About SmartMoney**

*SmartMoney*, *The Wall Street Journal Magazine*, was launched in 1992 by The Hearst Corporation and Dow Jones & Company. SmartMoney educates, informs and empowers an audience of affluent baby boomers, C-Suite executives and financial professionals to make smart investing, saving and spending decisions. SmartMoney presents practical yet highly imaginative ideas for saving, investing, and spending, plus regular coverage of technology, automotive and lifestyle subjects including travel, fashion, fine wine, and more. In all cases, the brand stresses consumer service with action-oriented information. Its editorial team, which has won three National Magazine Awards and was a finalist 14 times, includes three Pulitzer Prize winners.

###