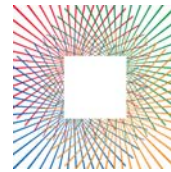


*news release*



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**For Release Immediately**

**The Bank of New York's Pershing Unit and Dow Jones Newswires  
Make 'Dow Jones NewsPlus' Available On NetExchange<sup>®</sup>**

JERSEY CITY, N.J., February 9, 2005 – Pershing LLC, a subsidiary of The Bank of New York, and Dow Jones Newswires have made 'Dow Jones NewsPlus' available through NetExchange<sup>®</sup>, Pershing's online brokerage platform for investment professionals. This is the first time that 'Dow Jones NewsPlus' has been available on a clearing and financial services outsourcing firm's proprietary platform.

'Dow Jones NewsPlus,' which won the 2004 Codie Award for Best Online Professional Financial Information Service, provides investment professionals with the most important stories of the day, market updates, Dow Jones analysis and commentary, and other features, in an easy-to-use, Web-based format. It is an enhancement to 'Dow Jones News Service,' a leading source of real-time corporate, financial, and market news and information for investment professionals, and is included with 'Dow Jones News Service' subscriptions.

Joe Lanza, vice president of sales and marketing at Dow Jones Newswires-Americas, said, "Working with Pershing allows us to reach a knowledgeable and high quality network of investment professionals. With 'Dow Jones NewsPlus' on NetExchange<sup>®</sup>, Pershing's customers will have an easy-to-use way to keep up on the markets and what's affecting their clients' portfolios."

John C. Colao, managing director at Pershing, said, "This agreement reflects our commitment to delivering tools and solutions from leading providers that help our customers and their clients succeed in reaching their investment objectives."

Accessed by more than 70,000 investment professionals, NetExchange<sup>®</sup> provides investment professionals with a wide array of financial products, services and analytical tools. Investment professionals can also access account information, quotes, investment research, news and third-party content from a wide range of leading providers, including Dow Jones Newswires.

Dow Jones Newswires ([djnewswires.com](http://djnewswires.com)) offers real-time news and information solutions for financial professionals providing investment, advice and institutional services. The division also offers news for financial firms' websites and Dow Jones Financial Information Services' database, newsletter and event businesses. In addition to Dow Jones Newswires, Dow Jones & Company (NYSE:DJ; [dj.com](http://dj.com)) publishes The Wall Street Journal and its international and online editions, Barron's and the Far Eastern Economic Review, 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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