



Media release

SAM AND DOW JONES INDEXES LAUNCH
DOW JONES SUSTAINABILITY ASIA PACIFIC INDEXES
Theodoor Gilissen signs first license for new index

ZURICH (March 3, 2009) — SAM, the sustainability investing specialist, and Dow Jones Indexes, a leading global index provider, today announced the launch of the Dow Jones Sustainability Asia Pacific and the Dow Jones Sustainability Asia Pacific 40 indexes. A first license for the DJSI Asia Pacific has already been signed by Theodoor Gilissen, a leading Dutch private bank, to manage a sustainability-driven separate account.

Like all Dow Jones Sustainability Indexes (DJSI), the new offering is based on SAM's comprehensive analysis of corporate economic, environmental and social performance. The assessment accounts for general as well as industry specific sustainability criteria for each of the 57 DJSI sectors and covers a variety of issues such as corporate governance, risk management, branding, climate change mitigation, supply chain standards and human capital.

"This launch is another significant milestone to advance our joint index family. With the addition of Asia Pacific benchmarks, the DJSI series now comprises dedicated indexes for each of the three major investment regions, Asia-Pacific, Europe and Americas. As many market participants allocate their assets across this regional split, today's expansion of our index family completes the DJSI's coverage of regional developed equity markets," said **Michael A. Petronella, president, Dow Jones Indexes.**

"Notwithstanding the current economic turmoil, sustainability remains firmly on investor agendas. As many commentators have pointed out during the last months, nature doesn't do bailouts. Issues such as climate change, water scarcity and risk management will continue to drive corporate success – and increasingly so. Our new Asia Pacific index allows market participants to reflect this momentum for a key investment region," said **Alexander Barkawi, managing director, SAM Indexes.**

The new Dow Jones Sustainability Asia Pacific Index (DJSI Asia Pacific) tracks the top 20% in terms of the SAM analysis out of the largest 600 companies in the developed Asia Pacific markets. The current composition includes a total of 122 sustainability leaders – 77 from Japan, 30 from Australia, 7 from South Korea, 3 each from Hong Kong and Singapore, and 2 from Taiwan. As a subset of this broad index, the Dow Jones Sustainability Asia Pacific 40 Index (DJSI Asia Pacific 40) measures the performance of the largest 40 sustainability leaders in the region. In contrast to the DJSI Asia Pacific which is weighted according to free float market



capitalization, the DJSI Asia Pacific 40 is weighted based on SAM's sustainability scores. Both indexes are rebalanced annually in September.

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About SAM

SAM was established in Zurich in 1995 as the first investment group focused exclusively on the integration of economic, environmental and social criteria into investing. The company's services comprise asset management and indexing. In 1999, SAM teamed up with Dow Jones Indexes to launch the Dow Jones Sustainability Indexes (DJSI) – the first benchmarks tracking the performance of sustainability leaders on a global scale. Two years later, European index provider STOXX Limited joined this cooperation to expand the DJSI family with European and Eurozone sustainability benchmarks – the DJSI STOXX and DJSI EURO STOXX. Today, the DJSI family comprises global, European, Eurozone, North American, US as well as Asia Pacific sustainability benchmarks. Total assets managed against the DJSI family amount to over US\$6bn. Full details about the design philosophy, review methodology and index components are freely available at www.sam-group.com and www.sustainability-indexes.com.

About Dow Jones Indexes

A full-service index provider, Dow Jones Indexes develops, maintains and licenses indexes for use as benchmarks and as the basis of investment products. Best known for the Dow Jones Industrial Average, Dow Jones Indexes also is co-owner of the Dow Jones STOXX indexes, the world's leading pan-European indexes, and together with Wilshire Associates, provides the Dow Jones Wilshire Global Index family, which is anchored by the Dow Jones Wilshire 5000 and covers more than 12,000 securities in 65 markets. Beyond equity indexes, Dow Jones Indexes maintains a number of alternative indexes, including measures of the hedge fund and commodity markets. Dow Jones indexes are maintained according to clear, unbiased and systematic methodologies that are fully integrated within index families. www.djindexes.com. Dow Jones & Company (www.dowjones.com) is a News Corporation company (NYSE: NWS, NWS.A; ASX: NWS, NWSLV; www.newscorp.com). Dow Jones is a leading provider of global business news and information services. Its Consumer Media Group publishes The Wall Street Journal,



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