

**Media Contact:**

Kate Dobbin

Tel: +44 (0) 20 7842 9684

Mobile: +44 (0)7748 323 628

Email: kate.dobbin @dowjones.com

PICTURE AVAILABLE UPON REQUEST

**SARA HOWERS TO JOIN DOW JONES AS HEAD OF CIRCULATION  
MARKETING FOR EUROPEAN TITLES**

LONDON, July 2, 2008 – Dow Jones has announced the appointment of Sara Howers as circulation marketing director for its Consumer Media Group in Europe, which includes the European and U.S. editions of The Wall Street Journal; Barron's and weekly financial services publication Financial News.

In her newly-created role, Ms. Howers will be responsible for all the subscription and online marketing activities of Dow Jones' print and online products in Europe, including The Wall Street Journal's U.S. edition, recently launched in London. She will also work closely with retail sales director Anne Hogarth, who will continue to oversee all European retail marketing initiatives across the group.

Ms. Howers joins Dow Jones from events company IQPC where she was marketing director, based in Singapore. Prior to that, she was circulation director of the European edition of BusinessWeek and has also held roles at Ziff Davis, Informa, Reed, Wired Magazine and Euromoney, as well as running her own marketing consultancy.

She has an MBA from Kingston University, and will report to Tim Lafferty, director of product sales and marketing for Dow Jones' Consumer Media Group, based in London.

Mr. Lafferty said, "We're delighted to have someone of Sara's caliber on board at Dow Jones, and her wealth of experience in the pan-European publishing sector will be invaluable as

we bring the circulation marketing teams of The Wall Street Journal Europe and Financial News together under her expert guidance.”

Dow Jones has also announced the appointment of Danielle Louise Smith as subscriptions marketing executive. Danni joins from magazine publisher Archant Specialist where she was a senior subscriptions marketing executive, responsible for managing all of Archant's direct marketing activities across 14 titles. Danni has a BSc (Hons) in business studies from Cass Business School in London.

In addition, Kellie Mason has been promoted to associate marketing director. Kellie will focus on online marketing initiatives, including Financial News Online, wealth-bulletin.com; Private Equity News Online and wsj.com subscription marketing. She has been with Financial News for the past three years.

###

#### **About Dow Jones**

Dow Jones & Company ([www.dowjones.com](http://www.dowjones.com)) is a subsidiary of News Corporation (NYSE: NWS, NWS.A; ASX: NWS, NWSLV; [www.newscorp.com](http://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, Barron's, MarketWatch and the Far Eastern Economic Review. Its Enterprise Media Group includes Dow Jones Newswires, Factiva, Dow Jones Client Solutions, Dow Jones Indexes and Dow Jones Financial Information Services. Its Local Media Group operates community-based information franchises. Dow Jones owns 50% of SmartMoney and 33% of Stoxx Ltd. and provides news content to radio stations in the U.S.