

August 9, 2006

## Trizec debuts new Wall Street Journal Office Network

Dow Jones & Company has announced the launch of The Wall Street Journal Office Network (The WSJ Office Network), a service that delivers the world's leading business news, information and customized announcements to office buildings on state-of-the-art, flat-panel LCD screens.

Developed by Office Media Network, Inc. (OMN), Trizec Properties, Inc. is debuting this advanced network in top office buildings in New York, Los Angeles, Washington D.C. and Chicago, beginning with 1065 Avenue of the Americas in Manhattan.

This launch is the first in a planned series of long-term agreements with prominent commercial property owners.

The WSJ Office Network provides building tenants and visitors with up-to-the-minute news from the Journal's main sections and market indexes, weather and scrolling breaking-news

headlines. Building owners can also use the new medium to communicate important announcements to tenants regarding building-related events, maintenance and security.

"We are pleased to provide our building customers and guests with The Wall Street Journal Office Network, as it is a very progressive way to enhance the value of our lobby experience," said Bill Tresham, executive vice president and chief operating officer, Trizec Properties, Inc.

"We believe The Wall Street Journal Office Network is the most technologically advanced communications network we've seen and the content provided fits the high-caliber customers in our office properties. In addition to providing the Journal's content on a daily basis, the Network serves as a valuable communication tool for delivering relevant building news and emergency messages in a

timely and highly visible system."

Advertisers and marketers can use The WSJ Office Network to deliver high-impact, cost-effective advertising messages in heavy traffic areas, as well as showcase upcoming marketing events in upscale office buildings throughout the country.

"This partnership leverages our premier brand and content, taking the Journal into an entirely new distribution channel that provides a dynamic, location-based digital platform," said L. Gordon Crovitz, executive vice president, Dow Jones & Company and publisher, The Wall Street Journal.

"We know from our research that people increasingly want access to our news however, whenever and wherever they need it, so the intro-

duction of The Wall Street Journal Office Network is consistent with our strategy of delivering award-winning news and information across multiple distribution channels."

"We developed The Wall Street Journal Office Network to offer office building owners a unique amenity to distinguish their properties," said James Harris, founder and chief executive officer, Office Media Network, Inc.

"Despite advances in technology, many owners still communicate with tenants using easels in lobbies, paper notices posted near the elevators, or public address systems. We're providing a new communications channel for office owners to reach tenants in an appealing, accessible and sophisticated way." ■