

The Wall Street Journal Office Network Named One of Top 50 “Media Power” Venues by BtoB Magazine

NEW YORK, NY, June 2011—The Wall Street Journal Office Network has, for the first time, been designated by BtoB Magazine as one of its Media Power 50 business-to-business advertising venues.

The annual BtoB Magazine list recognizes business-to-business media vehicles based on their influence and targeting capabilities. *The Wall Street Journal* earned the top spot on BtoB’s list for the 12th consecutive year. The Media Power 50 includes such traditional media entities as CNN and The Financial Times as well as digital leaders such as Google, Twitter and LinkedIn.

The Wall Street Journal Office Network celebrates its fifth anniversary in 2011. The network of high-definition LCD screens is now available in the lobbies of approximately 770 premier office buildings across the United States, delivering up-to-the-minute news from *The Wall Street Journal* accompanied by digital video advertising campaigns. The Wall Street Journal Office Network reaches nearly one million viewers each day.

“We’re honored to join BtoB’s Media Power 50, which recognizes media venues that effectively influence key business decision-makers,” said Jim Harris, CEO of The Wall Street Journal Office Network. “In our case, we reach them at their place of business, where they make many of their purchase decisions.”

The Wall Street Journal Office Network is a leader in the use of innovative, customizable digital applications that enhance standard advertising campaigns. These SmartMedia Apps include Dynamic Content Insertion and Dynamic Content Delivery. Dynamic Content Insertion enables marketers to insert regularly updated content—such as text, images or promotional pricing information—into their creative from external sources. Dynamic Content Delivery allows a campaign’s frequency and creative to be triggered by web-accessible data such as weather conditions or stock market activity.

About The Wall Street Journal Office Network

The Wall Street Journal Office Network, a leading, innovative digital media and marketing network, is delivered by Office Media Network, Inc. in association with Dow Jones & Company, publisher of *The Wall Street Journal*.

Viewed by nearly one million affluent, business decision-makers each business day, The Wall Street Journal Office Network presents up-to-the-minute news from *The Wall Street Journal* including market indices, weather and dynamic, real-time news headlines alongside digital video advertising and office building-

related messages. The network consists of large, high-definition screens located in the lobbies and elevators of approximately 770 premier office buildings in 15 major U.S. cities.

Press Inquiries

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