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**WALL STREET JOURNAL ONLINE LAUNCHES ENHANCED
REAL ESTATE CHANNEL**

NEW YORK (April 28, 2008)—The Wall Street Journal Online has enhanced its real estate content with the launch of a newly updated and integrated Real Estate channel, available for free at www.wsj.com/realestate. The new channel features expanded content covering residential and commercial market developments, profiles of real estate investors, regional market news and videos and slideshows. The site also offers luxury residential and second home listings and commercial properties for sale and lease.

RealEstateJournal.com – formerly a free, stand-alone site from The Wall Street Journal targeting real estate buyers, sellers and professionals – has been incorporated into the new channel.

“The new Real Estate channel will allow us to take full advantage of The Wall Street Journal’s global brand and editorial resources to provide coverage in the areas our users care most about – luxury and lifestyle listings and features, investment news and advice for the residential and commercial markets, both in the U.S. and globally,” said Emily Friedlander, real estate editor of The Wall Street Journal Online. “We will approach this category from an angle unique to the Journal, and we aim to be the leading resource in this particular niche.”

WSJ.com users will now be able to access in one place the Journal's editorial reporting alongside property search and research tools. In addition to a visual look and feel consistent with other areas of WSJ.com, the new section will feature:

- *Developments Blog*: Offers insight into the housing market, with analysis, links to useful sites and reader commentary;
- *Scenes from the Mortgage Mess*: Profiles of investors and homeowners struggling in the down market;
- *House of the Week*: Takes readers on a tour of distinctive properties for sale from around the world;
- *Teardown Diary*: A personal account of the ups and downs of destroying and rebuilding a treasured home;
- Interactive features, such as mortgage calculator, personalized neighborhood and regional data, community locators and more;
- Investing information and market news for commercial and residential property;
- Videos featuring market analysis and housing trends.

DPS Sporting Club Development Company (www.lifewellplayed.com) is the launch sponsor for the residential Real Estate channel, presenting its Turks & Caicos Sporting Club to Journal users.

The new channel is located for free at www.wsj.com/realestate. Users who log onto RealEstateJournal.com will be redirected to the new site. Commercial real estate can be accessed directly at www.wsj.com/commercialrealestate as well as from a link on WSJ.com.

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About The Wall Street Journal Online

The Wall Street Journal Online at WSJ.com, published by Dow Jones & Company (www.dowjones.com), is the largest paid subscription news site on the Web with one million subscribers worldwide. Launched in 1996, WSJ.com attracts a rapidly growing audience of industry leaders and influentials. The award-winning site provides in-depth business news and financial information 24 hours a day, including breaking business and technology news and analysis from around the world. It draws on the Dow Jones network of nearly 1,900 business and financial news staff – the largest network of business and financial journalists in the world.