

October 9, 2015

To our customers:

Protecting our customers' information is of the utmost importance to us. Out of an abundance of caution, we are notifying you that we recently determined there was unauthorized access to our systems. While we recognize that no company is immune to cyberattacks, we are committed to doing everything we can to protect our customers.

To date, our extensive review has not uncovered any direct evidence that information was stolen, and we have taken steps to stop the unauthorized access. We devote substantial resources to cybersecurity and we want to assure you that we are taking additional steps to further fortify our systems.

We have been working with law enforcement as well as a leading cybersecurity firm to assist with our investigation. We understand that this incident was likely part of a broader campaign involving a number of other victim companies. It appears that the focus was to obtain contact information such as names, addresses, email addresses and phone numbers of current and former subscribers in order to send fraudulent solicitations.

As part of the investigation to date, we also determined that payment card and contact information for fewer than 3,500 individuals could have been accessed, although we have discovered no direct evidence that information was stolen. We are sending those individuals a letter in the mail with more information about the support we are offering. If you do not receive such a letter, we have no indication that your financial information was involved.

In general, it is important to safeguard your personal information. Some easy steps you can take include watching for possible phishing attacks (suspicious emails enticing you to click on attachments or links), avoiding calls or emails from unknown sources that solicit your personal information and using trusted security software that is set to update automatically. For more information on best practices to protect your personal information, please visit <http://www.onguardonline.gov/>. In addition, we encourage you to call customer service at 1-800-JOURNAL (1-800-568-7625) if you have noticed any suspicious activity related to your Dow Jones account or have any questions. If you are calling from outside the United States, please use the applicable number available in the [Contact Directory](#) section of our Customer Center.

While we are taking the appropriate actions to handle this incident, I wanted to inform you of the situation personally because I take these matters seriously and value your relationship with Dow Jones.

We regret any inconvenience or concern this may have caused. The need to stay ahead of those who seek to do us and our customers harm is an ongoing priority; we will continue to do everything we can to protect our customers and our systems.

Best,



William Lewis
Chief Executive Officer, Dow Jones & Company, Inc.

FREQUENTLY ASKED QUESTIONS

What happened?

- Law enforcement recently informed Dow Jones that there may have been unauthorized access to our systems.
- We started an extensive investigation immediately, conducted with the expert assistance of a top cybersecurity firm. Based on our investigation to date, we have determined there was unauthorized access to our systems at certain times between August 2012 and July 2015.
- To date, our investigation has not uncovered any direct evidence that information was stolen and we have taken steps to stop the unauthorized access.
- It is out of an abundance of caution that we are notifying you about this unauthorized access.

Are you working with law enforcement?

- Yes, we have been working with law enforcement. We understand that this incident was likely part of a broader campaign involving a number of other victim companies and is part of an ongoing investigation.

Do you know what the hackers were doing in your system?

- It appears the goal of these hackers was to obtain customer contact information in order to send fraudulent solicitations.

What information were they targeting?

- It appears the goal was to obtain customer contact information such as names, addresses, email addresses and phone numbers in order to send fraudulent solicitations.
- We have no direct evidence that any information was taken from our systems and we are unaware of any actual or attempted misuse of customer contact or financial information.

How many customers are involved?

- We believe these unauthorized individuals were seeking contact information for as many current and former subscribers as possible. To date though, our investigation has not uncovered any direct evidence that information was stolen, so it is not possible to identify the number of customers.
- The investigation regarding the customer data is ongoing, and we continue to cooperate with law enforcement.

Was any customer financial information exposed?

- As part of the investigation we determined that payment card and contact information for fewer than 3,500 individuals could have been accessed. We sent those individuals a letter with more information about the free identity protection services we are offering. We take these matters seriously and value our relationship with our customers.

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How do I know if my financial information was exposed?

- For the fewer than 3,500 individuals whose payment card information was potentially accessed, we sent each person a letter in the mail with more information about the support we are offering. If you do not receive such a letter, we have no indication that your financial information was involved.
- Please note that Dow Jones will not call or send you any messages requesting personal information in connection to this event.

Has any fraud occurred based on the unauthorized access?

- At this time, we are not aware of any actual or attempted misuse of any customer contact or financial information.

Why was there a delay between discovering the unauthorized access and notifying customers?

- We immediately began conducting our investigation in late July when law enforcement informed us about the potential unauthorized access. Our goal has been to act quickly to investigate and contain, and then provide accurate information as soon as possible.
- The need to stay ahead of those who seek to do us and our customers harm is an ongoing priority; we will continue to do everything we can to protect our customers and our systems.

Do I need to change my password?

- Because customer passwords were encrypted, we do not believe it is necessary to change your password. However, there are a number of steps you can take to remain vigilant about cybersecurity. For more information on the best practices to protect your personal information, please visit <http://www.onguardonline.gov/>.

What if I have concerns about this incident?

- If you have concerns about your Dow Jones account, please contact Customer Service at 1-800-JOURNAL (1-800-568-7625).