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digiMine Provides Dow Jones with Data Mining and Analysis Solutions for Web Properties

digiMine Delivers Essential Decision Support and Business Intelligence to Dow Jones Network of News and Information Sites, Including The Wall Street Journal Online

digiMine(TM), Inc., the leader in ebusiness analytics and data mining solutions for business people, today announces Dow Jones & Company has selected and deployed digiMine Enterprise Analytics.

digiMine is now providing Dow Jones with a comprehensive service solution to manage, mine and report on Web site usage data for its Internet properties, including the newly re-launched The Wall Street Journal Online, Barrons Online, PersonalJournal, CareerJournal and other vertical Web sites. With digiMine, Dow Jones gains

actionable insight into how its subscribers interact with a vast array of online content, helping the publisher continually meet the needs of its audience and grow online revenues.

"We recently re-launched our flagship site, The Wall Street Journal Online, offering a new site interface and a wealth of new content to over 640,000 subscribers. At this critical time -- and moving forward -- we need to be able to measure, analyze and act on usage data from across our Internet properties," says Todd Larsen, general manager of The Wall Street Journal Online. "We were able to put a solution in place very quickly, so we had analytics on day one of our site launch. digiMine provides our business managers with the insights and analysis they need to optimize our online marketing, site design and, most importantly, our relationships with our subscribers."

In addition to analytic reporting, digiMine is also providing to Dow Jones powerful data mining solutions that will enable the publisher to discover its distinct subscriber segments and to better deliver personalized news and information content. digiMine data mining will also power targeted, relevant content and subscription recommendations for subscribers, further helping Dow Jones best meet the needs and interest of its audience.

digiMine Enterprise Analytics is a fully managed service, including a customized data warehouse, analytic reporting and data mining applications. With digiMine managed solutions, clients need not invest in the equipment or personnel normally required for data mining and business intelligence systems, providing significant cost savings and a fast time to deployment. Business users access intuitive, Web-based reports and applications via the Internet.

"digiMine is committed to the vision of making data mining a practical reality for business people," says Nick Besbeas, digiMine chief strategy officer. "This agreement with Dow Jones -- the latest in a recent string of agreements with marquee clients -- is further support for our business model, our technology and our team."