

Press Release
Zurich, March 20, 2002

Dow Jones Sustainability Indexes successfully enter North American financial markets

Credit Union Central of Ontario has successfully completed its initial offering of the company's "Global Integrity" Equity-Linked Deposit product, launched in January for the 2002 registered retirement savings plan (RRSP) season. This five-year deposit is based on the Dow Jones Sustainability Index (DJSI) family and tracks the performance of twelve companies selected from this sustainability benchmark. "Global Integrity" is the first financial product in Canada which is benchmarked against the DJSI.

Over the last few years, the concept of sustainability has made significant inroads into mainstream asset management. Integrating economic, environmental and social criteria into investment decisions is increasingly seen as a key driver of financial performance. As a result, a growing number of investors is applying sustainability criteria to portfolio decisions. The Dow Jones Sustainability Indexes track the performance of the world's sustainability leaders and, thus, offer investors objective and reliable benchmarks for these sustainability investments.

"Global Integrity" allows Canadian investors to participate in this expanding market. "Credit unions, and their members, have long supported the concept of socially responsible investing," explains Phil Braginetz, Vice President, Treasury of Credit Union Central of Ontario. "Central believes that Global Integrity not only meets this commitment, but provides a sound investment opportunity for our members as well. This product was offered through more than 50 credit unions, and the demand exceeded our expectations."

"This is a very important step for sustainability investing. The sustainability concept and the Dow Jones Sustainability Indexes have been very well received in Europe and are the basis for a wide range of financial products in that market. Adoption by Credit Union Central of Ontario is affirmation that sustainability is a concept that is being accepted in North America as well, says **Mike Petronella, Managing Director of Dow Jones Indexes.**

"Well over 30 financial institutions in 14 countries have already licensed the DJSI family as a basis for sustainability-driven financial products. Adding Credit Union Central of Ontario to this growing list of licensees is a milestone in bringing sustainability to Canadian investors," adds **Alex Barkawi, Managing Director of SAM Indexes.**

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Dow Jones Sustainability Indexes

A cooperation of Dow Jones Indexes, STOXX Ltd. and SAM Group

Note to the editor:

Launched in 1999, the Dow Jones Sustainability Indexes are the world's first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. The DJSI World family covers the top 10% of the biggest 2,500 companies in the Dow Jones Global Index in terms of economic, environmental and social criteria. As a benchmark for European sustainability investments, the DJSI STOXX family covers the leading 20% in terms of sustainability out of the Dow Jones STOXXSM 600 index. The selection of index components follows a rule-based process defined in the DJSI Guidebooks and is verified externally. Full details about the design philosophy, review methodology and index components are freely available at www.sustainability-indexes.com.

Credit Union Central of Ontario (Central) is a financial and trade services organization that represents 234 Ontario credit unions with over one million members and \$11.4 billion in assets. In its capacity as liquidity manager, Central performs the function of a central banker to its member credit unions. Central provides financial products and services for credit unions, and develops and promotes structured deposit products for distribution to credit union retail members. Central also acts as the voice of the Ontario credit union system on provincial and federal issues.

Dow Jones Indexes develops, maintains and licenses market indexes for investment products. Among its more than 3,000 indexes are the Dow Jones Industrial Average, the Dow Jones Global Indexes, the pan-European Dow Jones STOXXSM Indexes, the Dow Jones-AIG Commodity Index, the Dow Jones Internet Indexes, the Dow Jones Islamic Market Index and the Dow Jones Global Titans. Dow Jones Indexes is part of Dow Jones & Company, which publishes The Wall Street Journal and its international and interactive editions, Barron's and SmartMoney magazines and other periodicals, the Dow Jones Newswires, dowjones.com, and the Ottaway group of community newspapers.

SAM Group is an independent Switzerland-based and internationally active financial services institution with an exclusive focus on sustainability. Established in 1995, SAM was among the first companies to specialize in sustainability investments. Its services include asset management, private equity, research and indexes. As a pioneer in this field SAM has built up a large pool of specialist knowledge and experience. With its unique corporate sustainability assessment SAM analyses companies in terms of economic, environmental and social criteria and identifies sustainability leaders on a worldwide basis.

STOXX Limited provides and services the Dow Jones STOXXSM indexes, Europe's leading regional equity indexes. The indexes cover the European equity markets in several complementary ways, i.e. by region, by size, by sector, and by style. The design, development and delivery of these indexes ensure that they are investable, tradable and transparent; key factors that underlie their commercial success. STOXX Limited is a joint venture between Deutsche Boerse AG, Dow Jones & Company, Euronext Paris SA and SWX Swiss Exchange. Together, these four joint venture

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partners provide STOXX Limited with all the necessary expertise, i.e. international credibility, considerable index calculation and equity market experience, and technological synergies.

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