

# DOW JONES & COMPANY, INC.

U. S. HIGHWAY NO. 1, SOUTH BRUNSWICK, N. J.

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MANAGER OF CUSTOMER SERVICES  
INFORMATION SERVICES

REPLY TO  
P. O. BOX 300  
PRINCETON, N. J. 08540

Your purchase entitles you to a special offer from Dow Jones News/Retrieval®, the leading provider of on-line information.

Enclosed is a Dow Jones User Agreement which entitles you to a free password to Dow Jones News/Retrieval and one hour of free introductory usage time in non-prime hours. (Of course, you will be billed at normal rates after your free hour.) To get your password, simply follow the instructions on the User Agreement.

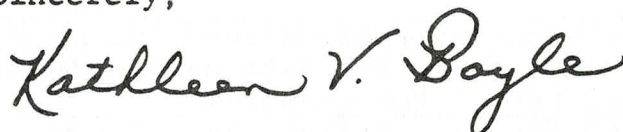
You know that time and information are the keys to efficiency and productivity. Now as a subscriber to Dow Jones News/Retrieval you'll have an important tool that helps free your time and increase your efficiency. You get the accurate, timely news and current information you want on a terminal, personal computer, communicating word processor or teletypewriter instantly at a surprisingly low cost. Anyone can learn to use News/Retrieval in minutes, and there's an easy to follow instruction guide, The Fact Finder, which will be mailed to you after you've signed up.

The beauty of our service is that, in most cases, you just dial a local telephone number, decide what to access and get only the information you want. There are no minimum usage or communications charges and the usage fees will be tax deductible in many cases. Consult your tax advisor for further information. The enclosed literature summarizes our data bases and even though the price sheet is current, we have a free on-line newsletter (//INTRO) for our subscribers so they can stay up-to-date with our constantly expanding services.

We know you'll find Dow Jones News/Retrieval an indispensable addition to your current information sources -- one you'll profit from time and again. But don't take our word for it! See for yourself. ~~To obtain your password call our toll-free Customer Service Hotline: 800-257-5114 (In New Jersey call direct, 609-452-1511).~~

With Dow Jones News/Retrieval, you'll discover that time is money saved and earned for you and your company. So don't waste precious time ... call today.

Sincerely,



Encl.  
KVB/lr

QUICK REFERENCE GUIDE TO DOW JONES NEWS/RETRIEVAL®

LOG ON PROCEDURE

Using TYMNET

- 1) Turn on your terminal.
- 2) Dial your TYMNET number: \_\_\_\_\_
- 3) If not using auto-dial modem, place phone receiver in acoustic coupler.
- 4) Terminal will respond: PLEASE TYPE YOUR TERMINAL IDENTIFIER. You type A.
- 5) Terminal will respond: PLEASE LOG IN. You type either DOW1;; or type DOW2;; (second semi-colon will not be displayed.)
- 6) Terminal will respond: WHAT SERVICE PLEASE? You type DJNS and press the RETURN key.
- 7) Terminal will respond: ENTER PASSWORD. \_\_\_\_\_ . You type your personal password and then press RETURN key.

Using TELENET

- 1) Turn on your terminal.
- 2) Dial you TELENET number: \_\_\_\_\_ .
- 3) If not using auto-dial modem, place phone receiver in acoustic coupler.
- 4) Press RETURN key two times.
- 5) Terminal will respond: TERMINAL =. You press RETURN key.
- 6) Terminal will respond: @. You type C then skip one SPACE, then type 60942 and press RETURN key.
- 7) Terminal will respond WHAT SERVICE PLEASE? You type DJNS and press RETURN key.
- 8) Terminal will respond: ENTER PASSWORD. \_\_\_\_\_ . You type your personal password and then press RETURN key.

To Log Off

You type DISC then press RETURN key.

TIPS ON USING THE SERVICE

When you first access Dow Jones News/Retrieval , you will see a brief message and the prompt to ENTER QUERY. Enter two slashes (//) and the code for any data base available on News/Retrieval. For example, to get the latest information about what's new on Dow Jones:

TYPE	FOR	EXPLANATION
//INTRO	Intro	A free customer newsletter which contains pointers about using News/Retrieval, and information about enhanced services.
For a list of available services and their access codes,		
//MENU	Master Menu	The access codes listed in //Menu allow you to move directly from one data base to another from any point on the service.
For more information about using any of the data bases, type the two slashes (//), the data base code, press the space bar and type the word HELP. For example:		
//CQ HELP	Assistance with the Current Quotes data base.	Using the HELP command any time you require additional assistance with any of the data bases.