



THE WALL STREET JOURNAL BUSINESS SMARTKIT

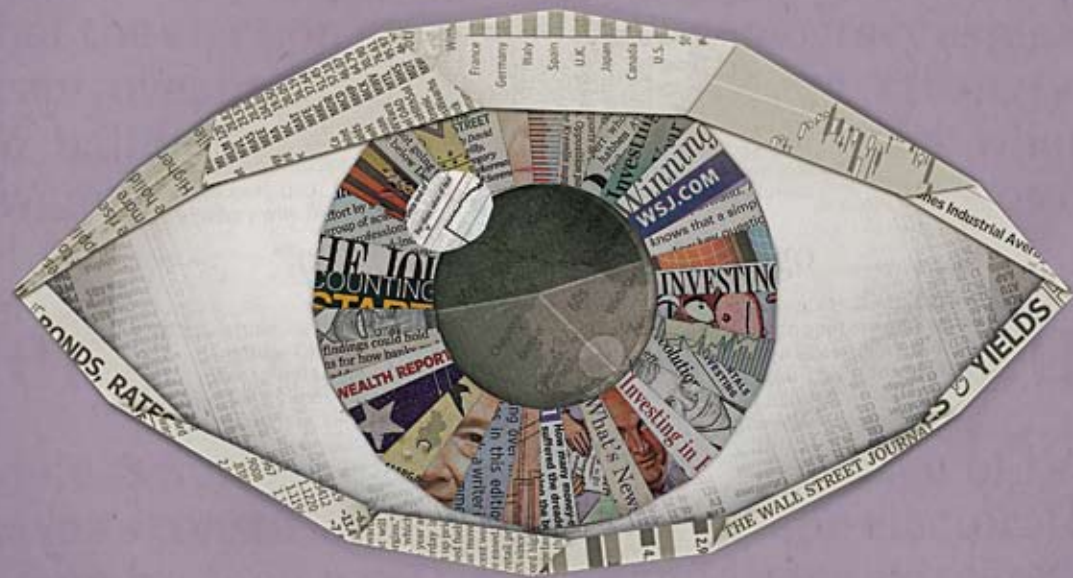
A WAY TO HELP BUSINESS MINDS GROW.



THE MISSION: BUSINESS MINDS REACHING THEIR FULL POTENTIAL.

AN INTRODUCTION.

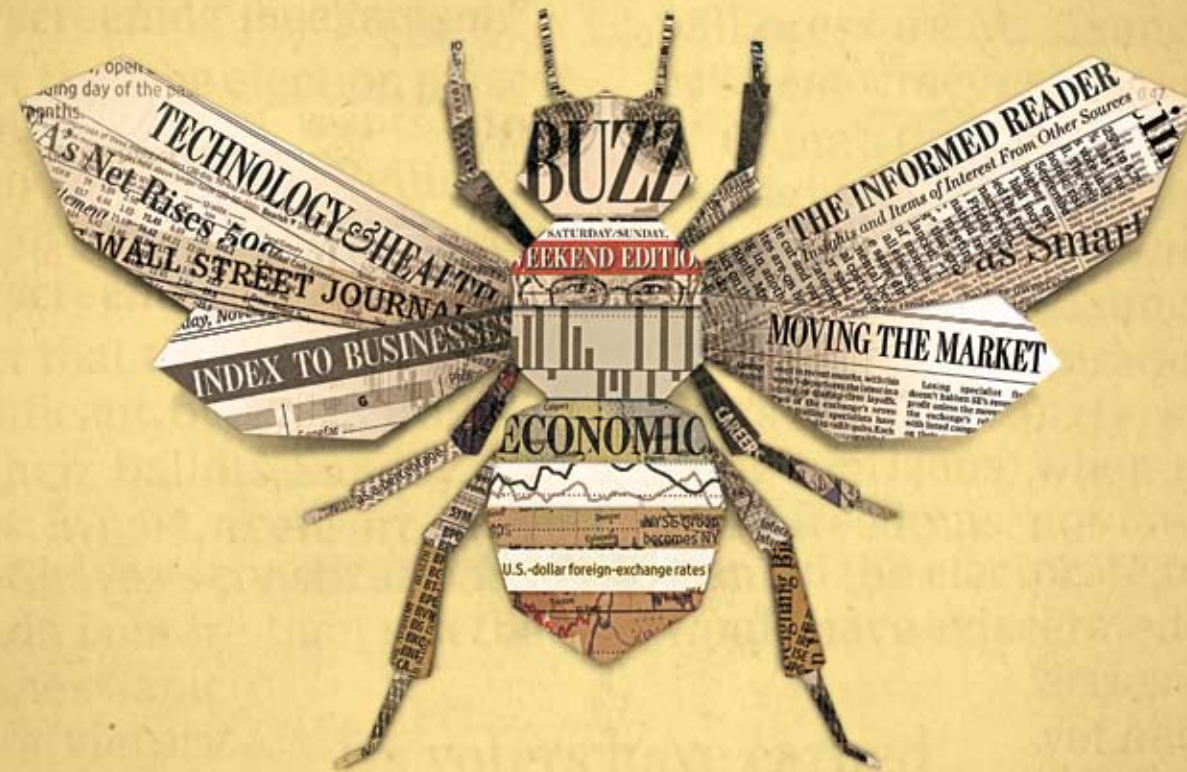
The Wall Street Journal Business SmartKit is a year-long resource designed to elevate business thinking among employees within your organization. This multi-faceted program features Wall Street Journal subscriptions and tools designed to continuously stimulate conversation and encourage collaboration among employees, enabling them to be smarter and to ultimately make better business decisions. When big, bright, business minds are nurtured, the sky's the limit.



PRECISE READING LEADS TO PRECISE THINKING.

THE BUSINESS SMARTKIT
ORIENTATION AND READER'S GUIDE.

This turnkey program starts with either an on-site or online orientation, outlining the features and goals. A key component of this presentation is *The Wall Street Journal Reader's Guide*, which familiarizes employees with The Journal format and helps facilitate efficient and relevant reading. The end result: 20/20 business vision for all.



WEEKLY INTELLECTUAL POLLINATION.

EMAIL SUMMARIES OF THE WEEK'S
ESSENTIAL NEWS IN YOUR FIELD.

What if all the news that's relevant to your business could find its way to those who need it most? *This Week In*: email alerts allow participants to select and receive briefings in up to 14 different fields. The result? Team members are encouraged to exchange thinking and perspectives while staying abreast of the most timely industry-specific news. Think of it as a way to spread business savvy once a week.



PERSPECTIVE. THE MORE YOU SEE, THE MORE YOU UNDERSTAND.

A MONTHLY NEWSLETTER EXAMINING A CURRENT
BUSINESS TOPIC FROM DIFFERENT VANTAGE POINTS.

Each month, participants will receive a compilation of articles and relevant questions pertaining to a particular business situation. By focusing in on, and following the developments of a current business story, the *Focus On*: email newsletter fosters a deeper understanding of critical issues facing the business world. Armed with this insight, employees are then better prepared to tackle your company's unique challenges. Help your team see the big picture by encouraging them to take a closer look.



LEADERSHIP IS A MUSCLE. STRENGTHEN IT OFTEN.

AN INSIGHTFUL QUARTERLY NEWSLETTER
ON CURRENT MANAGEMENT TOPICS.

Management inspiration arrives four times throughout the year in the form of the *Current Topics in Managing* email newsletter. Help strengthen management skills across your company with the latest in talent development trends. Managers and HR leaders can all benefit from recent articles and commentary on effective leadership, new training methods and proven mentoring techniques. The point of this exercise? Strengthen the ability to inspire.

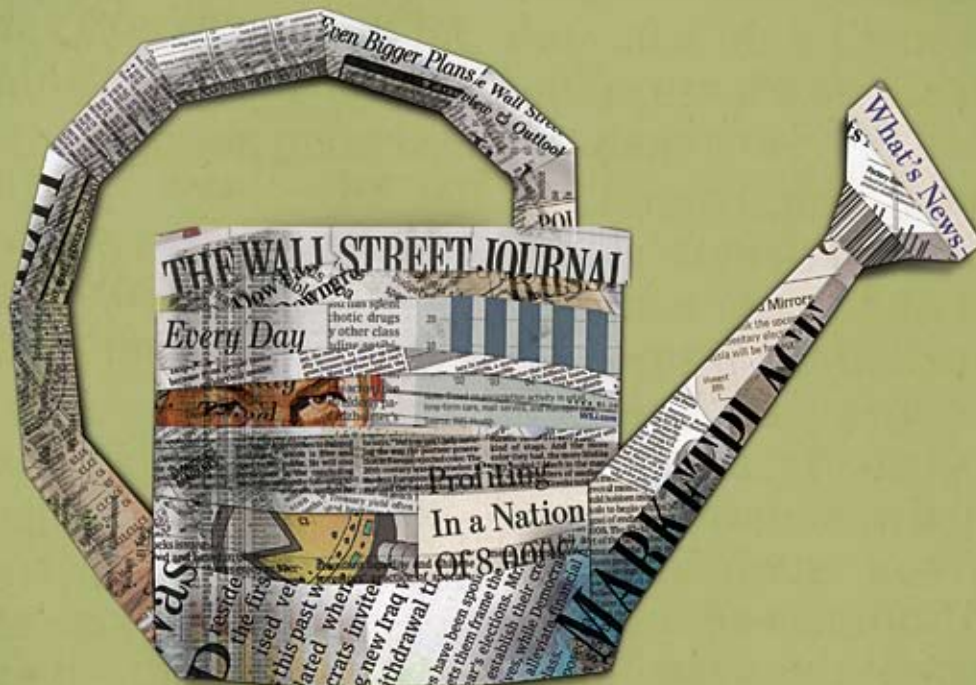


NEVER UNDERESTIMATE THE POWER OF AN OPEN DOOR.

ACCESS TO WALL STREET JOURNAL EXPERTS.

Give your team a rare and exciting look inside one of the most respected news organizations in the world. Depending on your program size, a Wall Street Journal editor, reporter or executive will speak to your group (either in person or online) about a topic relevant to your business. It's our way of opening doors to help open business minds.

CULTIVATE SMART DAILY.



NOURISH THE MINDS OF YOUR EMPLOYEES TODAY.
Call 1-800-348-3555 or visit WSJSmartKit.com.

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Business SmartKit