



## PRESS RELEASE

### STOXX LIMITED'S NEW MARKETING & SALES TEAM IMPLEMENTS REGIONAL STRATEGY

Zurich, February 5, 2001:

STOXX Limited announces the appointment of a new multi-national, multi-lingual team of experienced professionals to implement its regional marketing and sales strategy:

- ✓ Kevin Pilarski, Regional Director: North & South America.
- ✓ Jon Winslade, Regional Director: Netherlands & United Kingdom.
- ✓ Roger Bootz, Manager: Austria, Germany, Luxembourg, Portugal, Spain & Switzerland.
- ✓ Rosa Anna Grimaldi, Manager: Belgium, France, Greece & Italy.
- ✓ Donna Moloney, Manager: Denmark, Finland, Ireland, Norway & Sweden.

STOXX Limited's marketing and sales team will report directly to Scott Stark, the Managing Director. The detailed contact information for the team members are available on [stoxx.com](http://stoxx.com).

According to Scott Stark, "This new international team dedicated to each of our key markets will be responsible for implementing STOXX Limited's regional marketing and sales strategy; i.e. supply financial markets with accurate, accessible and affordable indexes and drive investor demand for new products based on proven indexes. This strategy benefits STOXX Limited, its licensees and their investors because we recognise that product development, delivery and demand are governed by market-specific criteria. This is why the Dow Jones STOXX<sup>SM</sup> indexes have become Europe's leading indexes in just 3 years."

"The indexes are a huge commercial success also because STOXX Limited regards service and transparency as essential products. We provide our index users with free data, free information and a free website to ensure full transparency. In line with this, the marketing and sales team will also be freely available to actively support our over 250 licensees in 23 countries in their road-shows, conferences, exhibitions and other marketing events. I am confident that this team will bring the Dow Jones STOXX<sup>SM</sup> indexes even more closer to our licensees and their domestic, regional and global investors," concluded Scott Stark.

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For further information on this press release and the Dow Jones STOXX<sup>SM</sup> indexes, please contact:

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