



## Dow Jones escapes blame due to technical difficulties

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Dow Jones VP of corporate communications Dick Tofel said that the news wire service received the Emulex release some time after Bloomberg due to a technical transmission problem at Internet Wire.

'This was just about the one and only time we were pleased to run 27 minutes behind Bloomberg,' he said.

The result: Bloomberg shouldered a large part of the negative publicity alongside Internet Wire. Bloomberg was also named with IW in the lawsuit brought by a Florida retiree last week who claimed to lose some dollars 15,000 due to the hoax.

In the meantime, IW had just made it into Dow Jones' good graces when the Emulex release hit the wires on August 25. Dow Jones had elevated the vendor to the status, previously only reserved for Business Wire and PR Newswire, not requiring independent verification of news releases.

'Ironically, the Emulex story was the first release Dow Jones ran with Internet Wire's new status,' said Tofel.