

## **WisdomTree to Launch Industry's First Emerging Markets Small-Cap ETF**

New York, NY – (BUSINESS WIRE) – October 29, 2007 – WisdomTree Investments, Inc. (Pink Sheets: WSDT – News) today announced that the WisdomTree Trust will launch a new small-cap dividend-weighted ETF tomorrow under the ticker symbol DGS.

This first-to-market offering follows closely behind the WisdomTree Emerging Markets High-Yielding Fund (DEM) launched in July of this year. Both ETFs offer investors exposure to robust and growing markets through a fundamentally weighted indexing strategy that seeks to reduce the potential risk that WisdomTree believes market capitalization-weighted indexes are prone.

DGS will trade on the NYSE Arca and will have an expense ratio of 0.63%. The ETF is designed to track the WisdomTree Emerging Markets SmallCap Dividend Index and will be the first ETF to offer pure international exposure to primarily small-cap stocks selected from 19 emerging market nations, including countries in Europe, Asia, and Latin America.

“We believe this Emerging Markets ETF offers investors access to fast-growing companies in attractive new markets with the added comfort that comes from WisdomTree’s dividend-focused strategy.” said Bruce Lavine, President & COO of WisdomTree. “The launch marks WisdomTree’s 27<sup>th</sup> pure international ETF, and continues our commitment to offer the most comprehensive international offering covering the developed world, emerging markets and non-U.S. sectors.”

### **Index Average Annual Total Returns as of September 30, 2007**

	<b>1-Year</b>	<b>5-Years</b>	<b>10-Years</b>
WT Emerging Markets SmallCap Dividend Index	63.26%	42.73%	18.81%
WT Emerging Markets High-Yielding Equity Index	59.98%	43.86%	16.44%
MSCI Emerging Markets Index	58.63%	39.11%	11.94%

**Index returns are for illustrative purposes and do not represent actual fund or portfolio performance. A fund or portfolio may differ significantly from the securities included in the index. Index performance assumes the reinvestment of dividends, but does not include management fees, transaction costs, taxes, or expenses that would be incurred by a portfolio or fund, or brokerage commissions on transactions in Fund shares. Such fees, expenses and commissions would reduce returns. Indexes are unmanaged and one cannot invest directly in an index. Past performance does not guarantee future results. Performance information prior to August 1, 2007 for Emerging Markets SmallCap Dividend Index and June 1, 2007 for Emerging Markets High-Yield Equity Index is based on hypothetical back-tested data (i.e. calculations of how an index might have performed in the past had it existed) for the specified time period(s) shown. Hypothetical back-tested performance has inherent limitations.**

### **About WisdomTree Investments, Inc.**

**WisdomTree Investments, Inc.** has developed the first family of fundamentally weighted indexes and ETFs. The WisdomTree Indexes cover all major market capitalizations, both domestically and internationally. In contrast to capitalization weighted indexes, the WisdomTree Indexes anchor the initial weights of individual stocks to a measure of

fundamental value. The company believes its approach provides investors with a viable alternative to market cap-weighted indexes.

**WisdomTree Trust** is a Delaware statutory trust registered as an open-end investment company with the Securities and Exchange Commission. Each WisdomTree ETF is a series of WisdomTree Trust. As of October 2007, assets under management in the WisdomTree Trust are more than \$4.5 billion.

Investing involves risk including the possible loss of principle. International investing involves special risks, such as currency fluctuation or political uncertainty. Funds focused on emerging markets generally experience greater price volatility and lower trading volume. Past performance does not guarantee future results.

**Investors should consider the objectives, risks, charges and expenses of the Funds carefully before investing. A prospectus containing this and other information is available by calling 1-866-909-WISE (9473) or by visiting [www.wisdomtree.com](http://www.wisdomtree.com). Please read the prospectus carefully before investing.**

WisdomTree Funds are distributed by ALPS Distributors, Inc.

WisdomTree Investments has patent applications pending on the methodology and operation of its indexes and ETFs.

Bruce Lavine is a registered representative of ALPS Distributors, Inc.

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*Contact:*

Stuart Bell  
WisdomTree Investments, Inc.  
(212) 918-4452  
[sbell@wisdomtree.com](mailto:sbell@wisdomtree.com)