

WisdomTree Launches Fundamentally Weighted LargeCap Growth Fund (ROI)

First Fundamentally Weighted Growth Fund Offers Broad-Based Exposure to Large-Cap U.S. Growth Segment

New York, NY – (BUSINESS WIRE) – December 3, 2008 – WisdomTree (Pink Sheets: [WSDT - News](#)), a leading ETF sponsor and index developer, today announced the anticipated launch of the WisdomTree LargeCap Growth Fund (ROI) on the NYSE Arca on Thursday, December 4th with an expense ratio of 0.38%.

Wharton Professor Jeremy Siegel, Senior Advisor to WisdomTree, commented “I devoted the first chapter of my book, *The Future for Investors*, to what I call the ‘Growth Trap,’ the long-standing problem of investors paying too much for the future prospects of growth companies.”

Jonathan Steinberg, WisdomTree CEO added “We believe growth’s historic underperformance may have more to do with how the major growth indexes are constructed, than with growth stocks themselves. WisdomTree’s investment philosophy can be applied across the entire field of equity investing. Bringing our fundamental weighting methodology to the growth universe is an important extension of our effort to address what we believe to be the flaws of traditional, market capitalization-weighted indexes.”

ROI is designed to track the WisdomTree LargeCap Growth Index, a fundamentally weighted index which measures the stock performance of approximately 300 large-cap growth companies in the U.S, with initial weights of each company in the index set annually based on earnings generated in the prior four fiscal quarters.

About WisdomTree

WisdomTree® is a leading ETF sponsor and innovative index developer using its own fundamentally weighted index methodology. WisdomTree also licenses its indexes to third parties for proprietary products and offers a platform to promote the use of WisdomTree ETFs in 401(k) plans. Approximately \$3.5 billion in assets are currently managed against the WisdomTree Indexes by WisdomTree and third parties under license from WisdomTree. For more information, please visit www.wisdomtree.com or www.wisdomtree401k.com.

WisdomTree is the marketing name for WisdomTree Investments, Inc. and its wholly owned subsidiaries WisdomTree Asset Management, Inc. and WisdomTree Retirement

Services, Inc. WisdomTree Asset Management, Inc. is a registered investment advisor and is the investment advisor to the WisdomTree Trust and the WisdomTree ETFs. The WisdomTree Trust is a registered open-end investment company. Each WisdomTree ETF is a series of the WisdomTree Trust.

Investors should consider the investment 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. Investors should read the prospectus carefully before investing.

There are risks associated with investing including the possible loss of principal. Past performance does not guarantee future results.

WisdomTree Funds are distributed by ALPS Distributors, Inc.

Jeremy Siegel and Jonathan Steinberg are registered representatives of ALPS Distributors, Inc.

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