

## **WisdomTree To Launch Middle East ETF (GULF)**

New York, NY – July 16, 2008 – WisdomTree (Pink Sheets: [WSDT - News](#)) announced the launch of the WisdomTree Middle East Dividend Fund (Ticker Symbol: GULF) on the Nasdaq Stock Market today, July 16, 2008. GULF is designed to provide broad exposure and tradable access to securities listed and traded in the Middle East.

Bruce Lavine, WisdomTree President & COO commented:

“The growing economies of the Middle East region, while driven by increasing revenues from oil exports, are becoming more diversified. We estimate that equities trading in the Middle East region now make up nearly 2% of the world’s total market capitalization. Further, the equity returns in the Middle East have historically demonstrated a low correlation to the U.S., developed, and even Emerging Markets, and may be a source of portfolio diversification.”

GULF provides investors with exposure to approximately 70 dividend-paying companies listed in Bahrain, Egypt, Jordan, Kuwait, Morocco, Oman, Qatar and the United Arab Emirates. The fund has an expense ratio of 0.88%.

### **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 \$4.5 billion in assets currently are managed against the WisdomTree Indexes by WisdomTree and third parties under license from WisdomTree. For more information, please visit [www.wisdomtree.com](http://www.wisdomtree.com) or [www.wisdomtree401k.com](http://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. WisdomTree Retirement Services, Inc. supports the use of the WisdomTree ETFs in retirement plans by financial professionals.

There are risks associated with investing including possible loss of principal. In addition to the normal risks of investing, foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. This fund focuses its

investments in the Middle East, thereby increasing the impact of events and developments associated with the region which can adversely affect performance. Investments in emerging or frontier markets such as the Middle East are generally less liquid and less efficient than developed markets. As this fund has a high concentration in some sectors the fund can be adversely affected by changes in those sectors. Please read the funds prospectus for specific details regarding the fund's risk profile.

**Investors should consider the objectives, risks, charges and expenses of the Funds carefully before investing. A prospectus containing this and other information is available at [www.wisdomtree.com](http://www.wisdomtree.com). Please read the prospectus carefully before investing.**

WIS001225 (07/2009)

WisdomTree Funds are distributed by ALPS Distributors, Inc.

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

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

© 2008 WisdomTree Investments, Inc.

*Contact:*

Stuart Bell

WisdomTree Investments, Inc.

(917) 267-3702

[sbell@wisdomtree.com](mailto:sbell@wisdomtree.com)