

## **WisdomTree and Dreyfus Launch Emerging Currency Fund (CEW)**

### *Exposure to Basket of 11 Emerging Market Currencies in One ETF*

New York, NY – (BUSINESS WIRE) – May 6, 2009 – WisdomTree (Pink Sheets: [WSDT - News](#)), a leading ETF sponsor and index developer, and The Dreyfus Corporation, part of BNY Mellon Asset Management, announced today the listing of the WisdomTree Dreyfus Emerging Currency Fund (CEW) on the NYSE Arca with an expense ratio of 0.55%.

Bruce Lavine, WisdomTree President & COO commented, “Our new Emerging Currency fund fills an important void in the ETF landscape by giving investors the first currency basket product delivered in the 1940 Act fund structure. CEW should be attractive to investors interested in diversifying outside the U.S. Dollar or accessing a less correlated asset class.

“The ETF provides investors exposure to both money market rates across 11 Emerging Market countries, as well as movements in these currencies relative to the U.S. Dollar. Our clients asked us for a basket strategy to complement our individual country currency income funds and we are happy to deliver that today.”

Constituent currencies at launch: Mexican Peso, Brazilian Real, Chilean Peso, South African Rand, Polish Zloty, Israeli Shekel, Turkish New Lira, Chinese Yuan, South Korean Won, Taiwanese Dollar, and Indian Rupee.

Although the Fund invests in very short-term, investment grade instruments, the Fund is not a "money market" fund and it is not the objective of the Fund to maintain a constant share price.

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. The fund focuses its investments in specific regions or countries, thereby increasing the impact of events and developments associated with the region or country which can adversely affect performance. Investments in emerging markets are generally less liquid and less efficient than developed markets. Investments in currency involve additional special risks, such as credit risk, interest rate fluctuations, derivative investment risk and the effect of varied economic conditions. As the fund can have a high concentration in some issuers the fund can be adversely impacted by changes affecting issuers. Unlike typical exchange-traded funds, there are no indexes that the fund attempts to track or replicate. Thus, the ability of the fund to achieve its objectives will depend on the effectiveness of the portfolio manager. Please read the fund's 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.**

WisdomTree Funds are distributed by ALPS Distributors, Inc.

Bruce Lavine is a registered representative of ALPS Distributors, Inc. ALPS Distributors, Inc. is not affiliated with Dreyfus or BNY Mellon.

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## **About WisdomTree**

**WisdomTree**<sup>®</sup> 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 \$3.6 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](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.

## **About The Dreyfus Corporation**

**The Dreyfus Corporation**, established in 1951 and headquartered in New York City, is one of the nation's leading asset management and distribution companies. Dreyfus and its subsidiaries currently manage more than \$300 billion in mutual funds, separately managed accounts, and institutional portfolios. Dreyfus is part of BNY Mellon Asset Management, a leading global provider of investment management products and services that offers a broad range of equity, fixed-income, hedge and liquidity management products through individual asset management companies and multiple distribution channels. Dreyfus serves as subadvisor to the WisdomTree Dreyfus Funds.

**BNY Mellon Asset Management** is the umbrella organization for The Bank of New York Mellon Corporation's affiliated investment management firms and global distribution companies.

**The Bank of New York Mellon Corporation** is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services,

clearing services and treasury services through a worldwide client-focused team. It has more than \$20 trillion in assets under custody and administration, more than \$1.1 trillion in assets under management and services \$12 trillion in outstanding debt. Additional information is available at [bnymellon.com](http://bnymellon.com).

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