

## **WisdomTree Launches Industry's First Commodity Currency Basket ETF (CCX)**

*Fund Seeks to Provide Exposure to Currencies of Commodity-producing Countries  
Across Major Export Groups and Geographic Regions*

New York, NY – (BUSINESS WIRE) – September 24, 2010 – WisdomTree (Pink Sheets: [WSDT](#) - [News](#)), an exchange-traded fund (“ETF”) sponsor and asset manager, announced today the launch of the WisdomTree Dreyfus Commodity Currency Fund (CCX) on the NYSE Arca. CCX is designed to provide broad-based exposure to money market rates and currency movements of selected commodity-producing countries and has an expense ratio of 0.55%.

Bruce Lavine, WisdomTree President & COO, commented, “We believe commodity producing countries are well-positioned to benefit from a global recovery and have developed CCX as an attractive multicurrency basket with exposure to this theme. In addition to presenting a distinct alternative to traditional currencies like the euro, yen and pound, exposure to commodity currencies has historically served to diversify a traditional portfolio.”

CCX builds on the success of the WisdomTree Dreyfus Emerging Currency Fund (CEW) in providing investors with unique, less correlated asset class exposures.

Constituent currencies at launch:

<b>Developed Market</b>	<b>Emerging Market</b>
Australian dollar	Brazilian real
Canadian dollar	Chilean peso
Norwegian krone	Russian ruble
New Zealand dollar	South African rand

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. 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 or frontier markets are generally less liquid and less efficient than developed markets and are subject to additional risks, such as of adverse governmental regulation and intervention or political developments. Investments in currency involve additional special risks, such as credit risk, interest rate fluctuations, derivative investment risk which can be volatile and may be less liquid than other securities and the effect of varied

economic conditions. As this 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 attempt 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.

### **About WisdomTree**

**WisdomTree®** is an exchange-traded fund (“ETF”) sponsor and asset manager 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 \$8.6 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes. For more information, please visit [www.wisdomtree.com](http://www.wisdomtree.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.

**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.**

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