

WisdomTree Launches International Hedged Equity ETF (HEDJ)

First ETF to provide international equity exposure while neutralizing currency movement

New York, NY – (BUSINESS WIRE) – January 4, 2009 – WisdomTree (Pink Sheets: [WSDT - News](#)), a leading ETF sponsor and index developer, announced today the launch of the WisdomTree International Hedged Equity Fund (HEDJ).

HEDJ is designed to provide exposure to the equity securities in Europe, Australasia, and the Far East, while at the same time neutralizing currency movements in these regions versus the U.S. dollar.

“Traditionally when you invest in international markets you are taking on the currency exposure of those countries,” said Bruce Lavine, WisdomTree President & COO. “This currency exposure can be a significant component of your return: in a weak dollar environment foreign currencies can bolster returns while in a stronger dollar environment the opposite is true. Now through HEDJ, investors essentially have a choice of investing in foreign equities with or without currency exposure.”

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 \$6.5 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes by 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. 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.

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

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