

WisdomTree Launches Industry's First Managed Futures Strategy ETF

WisdomTree Managed Futures Strategy Fund (WDTI) Provides Exposure to Commodities, Currencies and Interest Rates through Long/Short Quantitative Strategy

New York, NY – (BUSINESS WIRE) – January 5, 2010 – WisdomTree (Pink Sheets: [WSDT](#) - [News](#)), an exchange-traded fund (“ETF”) sponsor and asset manager, announced today the launch of the WisdomTree Managed Futures Strategy Fund (WDTI). WDTI is an actively managed ETF which employs a quantitative, rules-based strategy designed to provide returns that correspond to the performance of the Diversified Trends Indicator™. WDTI is listed on the NYSE Arca with an expense ratio of 0.95%.

WisdomTree President & COO Bruce Lavine commented, “WisdomTree is very excited to bring the first managed futures strategy ETF to the marketplace. Managed futures has been an increasingly important asset class as investors look for less correlated assets that can profit in many different market environments. We believe WisdomTree is adding substantial investor benefits by utilizing the ETF structure which provides full transparency of holdings, liquidity and relatively low cost – without the various limitations generally associated with traditional product structures such as sales loads, minimum investments and K-1 statements*.” (Ordinary brokerage commissions apply.)

The Diversified Trends Indicator or the DTI Index is a long/short rules-based, managed futures strategy developed by Alpha Financial Technologies (AFT) and its founder, Victor Sperandeo (“Trader Vic”). The DTI Index began live calculation in 2004 and incorporates a diversified group of 24 liquid components of exchange-traded commodity and financial futures contracts. WisdomTree’s new ETF, WDTI, is designed to provide returns that correspond to the performance of the DTI Index. WDTI seeks to provide:

- Diversification through uncorrelated asset mix *and* a long/short strategy
- Potential to profit from rising *and* falling markets
- Potential to perform in inflationary *and* deflationary environments
- Exposure to commodities which are currently enjoying strong global demand

*Schedule K-1 – A tax document used to report the incomes, losses and dividends of a business's partners or S corporation's shareholders. Rather than being a financial summary for the entire group, the Schedule K-1 document is prepared for each partner or shareholder individually.

Transparency of holdings – An ETF’s holdings are always known to the market. WisdomTree ETF holdings are disclosed daily at www.wisdomtree.com.

Liquidity – ETFs can be bought or sold at any time during the trading day, just like stocks.

There are risks associated with investing including possible loss of principal. An investment in this Fund is speculative, involves a substantial degree of risk, and should not constitute an investor’s entire portfolio. One of the risks associated with the Fund is the complexity of the different factors which contribute to the Fund’s performance, as well as its correlation (or non-correlation) to other asset classes. These factors include use of long and short positions in commodity futures contracts, currency forward contracts, swaps and other derivatives. Derivatives can be volatile and may be less liquid

than other securities and more sensitive to the effects of varied economic conditions. The Fund should not be used as a proxy for taking long only (or short only) positions in commodities or currencies. The Fund could lose significant value during periods when long only indexes rise (or short only) indexes decline. The Fund's investment objective is based on historic price trends. There can be no assurance that such trends will be reflected in future market movements. The Fund generally does not make intra-month adjustments and therefore is subject to substantial losses if the market moves against the Fund's established positions on an intra-month basis. In markets without sustained price trends or markets that quickly reverse or "whipsaw" the Fund may suffer significant losses. The Fund is actively managed 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.

You cannot invest directly in an Index.

Diversification does not eliminate the risk of experiencing investment losses.

The strategies above are to illustrate various uses of the Fund when suitable. Please consult with your financial professional to determine which strategy may apply to your particular financial plan.

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.

Alpha Financial Technologies, LLC ("AFT") has developed, maintained and owns rights to the methodology that is employed in connection with the Diversified Trends Indicator™ ("DTI"). DTI® is a registered mark of AFT. The Fund is not sponsored, endorsed, sold or promoted by AFT. The DTI was created, compiled, maintained and is owned by AFT without regard to the Fund. The DTI on an "as is" basis without warranties or guarantees or other terms concerning merchantability, absence of defects, fitness or use for a particular purpose, timeliness, accuracy, completeness, currentness, or quality. Neither AFT nor its affiliates make any warranties or guarantees as to the results to be obtained in connection with the use of the DTI or an investment in the Fund and AFT and its affiliates shall have no liability in connection with any Fund investment.

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 \$10.5 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes. For more information, please visit 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.

WisdomTree Funds are distributed by ALPS Distributors, Inc.
Bruce Lavine is a registered representative of ALPS Distributors, Inc.

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