

WisdomTree Launches Industry's First Asia Local Debt ETF (ALD)

*New Foreign Bond offering builds on success of WisdomTree
Emerging Market Local Debt Fund*

ALD Provides One-trade Exposure to Income from the World's Fastest Growing Region¹

New York, NY – (BUSINESS WIRE) – March 17, 2011 – WisdomTree (Pink Sheets: [WSDT - News](#)), an exchange-traded fund (“ETF”) sponsor and asset manager, announced today the launch of the WisdomTree Asia Local Debt Fund (ALD). ALD is designed to provide exposure to Asian debt denominated in local currencies, excluding Japan, and has an expense ratio of 0.55%. The Fund currently has \$145 million in assets. ALD is an actively managed ETF.

“We are excited to launch the Industry’s first Asia Local Debt ETF and believe the capital surpluses and strong growth and yield potential of the Asian economies make for an attractive fixed income offering,” said Bruce Lavine, WisdomTree President & COO. “We are also pleased to expand our foreign fixed income product set, following the successful launch of the WisdomTree Emerging Market Local Debt Fund (ELD) which has more than \$668 million in assets under management since launching in August of 2010.”

¹Source: International Monetary Fund, World Economic Outlook 2010 (Percentage of World GDP as defined in current US dollars)

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. Investments in emerging, offshore 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. Derivative investment risk can be volatile and may be less liquid than other securities and more sensitive to the effects of varied economic conditions.

Fixed income investments are subject to interest rate risk; their value will normally decline as interest rates rise. In addition when interest rates fall income may decline. Fixed income investments are also subject to credit risk, the risk that the issuer of a bond will fail to pay interest and principal in a timely manner, or that negative perceptions of the issuers ability to make such payments will cause the price of that bond to decline. Unlike typical exchange-traded funds, there is no index that the Fund attempts to track or replicate. Thus, the ability of the Fund to achieve its objective will depend on the effectiveness of the portfolio manager. Please read the Fund’s prospectus for specific details regarding the Fund’s risk profile.

Ordinary brokerage commissions apply.

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.

About WisdomTree

WisdomTree® is a New York-based exchange-traded fund (“ETF”) sponsor and asset manager. WisdomTree currently offers 46 ETFs across Equities, Currency Income, Fixed Income and Alternatives asset classes. 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. WisdomTree currently has approximately \$10.1 billion in ETF assets under management. 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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