

WisdomTree SmallCap Dividend Fund (DES) Surpasses \$1 Billion In Assets

Passive Dividend-Weighted Approach to Small Caps Establishes Strength in Low Interest Rate Environment

Fund Launched in Company's Original Core Equity ETF Suite in June 2006

New York, NY – (GlobeNewswire) – December 4, 2013 – WisdomTree (NASDAQ: WETF), an exchange-traded fund (“ETF”) sponsor and asset manager, today announced the WisdomTree SmallCap Dividend Fund (DES) recently surpassed \$1 billion in assets. DES is designed to track the WisdomTree SmallCap Dividend Index (WTSDI), a fundamentally weighted index that measures the performance of the small-capitalization segment of the U.S. dividend-paying market.

Luciano Siracusano, WisdomTree Chief Investment Strategist, commented, “By weighting the U.S., small cap market by the dividends companies pay, WisdomTree has been able to create a potential source of income for investors looking for alternatives in today’s low-interest rate environment.”

A Disciplined Focus on Relative Value

Market capitalization-weighted indexes typically have no mechanism to reduce weight in stocks with extended valuations, potentially building risk in an index. One solution could be to look for small cap indexes that rebalance annually back to a measure of relative value, such as cash dividends.

The underlying WisdomTree Index for DES measures the performance of the small-capitalization segment of the US dividend-paying market, and includes more than 600 companies with a combined market capitalization of more than \$600 billion. The Index selects stocks from a universe of approximately 1,300 dividend-paying securities based on their market capitalization, and then weights each constituent annually to reflect the proportionate share of the aggregate cash dividends each component company pays to shareholders, based on its most recently declared dividend per share.

“There are a variety of dividend focused funds and investment strategies, but we believe DES provides the broadest exposure to the small cap segment of the U.S. dividend-paying market. For investors looking for potential dividend income in a portfolio, we believe DES could serve as a core exposure to the U.S. small cap asset class,” Siracusano added.

Dividends are not guaranteed and a company’s future abilities to pay dividends may be limited. A company currently paying dividends may cease paying dividends at any time.

Investors should carefully consider the investment objectives, risks, charges and expenses of the Funds before investing. To obtain a prospectus containing this and other important information, call 866-909-9473 or visit wisdomtree.com. Read the prospectus carefully before investing.

There are risks associated with investing, including possible loss of principal. Funds focusing their investments on certain sectors and/or smaller companies increase their vulnerability to any single economic or regulatory development. This may result in greater share price volatility. Please read the Fund’s prospectus for specific details regarding the Fund’s risk profile.

You cannot invest directly in an index. Performance is historical and does not guarantee future results. Current performance may be lower or higher than quoted. Investment returns and principal value of an investment will

fluctuate so that an investors' shares, when redeemed, may be worth more or less than their original cost. Performance data for the most recent month-end is available at www.wisdomtree.com.

WisdomTree Funds are distributed by ALPS Distributors, Inc.
Luciano Siracusano is a registered representative of ALPS Distributors, Inc.
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About WisdomTree

WisdomTree® is a New York-based exchange-traded fund (“ETF”) sponsor and asset manager. WisdomTree currently offers 55 ETFs across Equities, Fixed Income, Currency Income and Alternatives asset classes. WisdomTree also licenses its indexes to third parties for proprietary products and promotes the use of WisdomTree ETFs in 401(k) plans. WisdomTree currently has approximately \$34.1 billion in ETF assets under management. For more information, please visit www.wisdomtree.com or follow us on Twitter [@WisdomTreeETFs](https://twitter.com/WisdomTreeETFs).

WisdomTree is the marketing name for WisdomTree Investments, Inc. and its wholly owned subsidiary WisdomTree Asset Management, 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.

Contact Information:

WisdomTree Investments, Inc.
Stuart Bell / Jessica Zaloom
+1.917.267.3702 / +1.917.267.3735
sbell@wisdomtree.com / jzaloom@wisdomtree.com