

WisdomTree Launches Industry's First U.S. SmallCap Dividend Growth Fund (DGRS)

New exposure to small-cap dividend growth leaders who may be well positioned for rising interest rates, improving U.S. economy

New York, NY – (GlobeNewswire) – July 25, 2013 – WisdomTree (NASDAQ: WETF), an exchange-traded fund (“ETF”) sponsor and asset manager, today announced the launch of the WisdomTree U.S. SmallCap Dividend Growth Fund (DGRS) on the NASDAQ Stock Market. DGRS is designed to provide exposure to small-cap dividend-paying stocks with growth characteristics and has an expense ratio of 0.38%.

Jeremy Schwartz, WisdomTree Director of Research, said, “WisdomTree’s family of dividend growth ETFs offer a unique, forward-looking dividend growth methodology. A number of dividend growth indexes focus on backward-looking dividend-screening criteria that we believe exclude many dividend initiators and fast-growers that are often found in the small-cap arena. DGRS is the first, and only, strategy focusing on the U.S. market’s small-cap dividend growth leaders, a segment we believe offers some of the most attractive dividend growth opportunities.”

Small Caps for More Domestic Revenue Exposure

Mr. Schwartz added, “Many assume that high quality, dividend growth opportunities are confined to blue chip, large-cap stocks. But in an environment where the U.S. economy is improving and interest rates are beginning to rise, small caps, more closely tied to the U.S. economy, will likely become more attractive than large caps, which are more globally sensitive.”

The WisdomTree U.S. SmallCap Dividend Growth Fund (DGRS) seeks to offer:

- A diversified basket of small-cap dividend-paying securities with growth characteristics
- Differentiated exposure from traditional dividend funds
- Greater exposure to cyclical sectors¹ leveraged to an improving U.S. economy versus more defensive sectors²
- At annual index rebalance, single stock cap of 2%, sector cap of 25%

DGRS is WisdomTree’s third Dividend Growth ETF, following the WisdomTree U.S. Dividend Growth Fund (DGRW) and the WisdomTree Global ex-U.S. Growth Fund (DNL).

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.

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.

Diversification does not eliminate the risk of experiencing investment losses.

There are risks associated with investing, including possible loss of principal. Funds focusing their investments on certain sectors and/or small companies increase their vulnerability to any single economic or regulatory development. This may result in greater share price volatility. DNL invests in foreign securities which involves

¹ Cyclical sectors: Energy, Materials, Consumer Discretionary and Industrials sectors.

² Defensive sectors: Consumer Staples, Health Care, Utilities and Telecommunications sectors.

special risks such as risk of loss from currency fluctuation or political or economic uncertainty. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

WisdomTree Funds are distributed by ALPS Distributors, Inc.
Jeremy Schwartz 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 51 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 \$31.6 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 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.

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