

## **WisdomTree To Launch Industry's First India Exchange-Traded Fund**

*Company Pioneers Use of Local Share ETF Structure to Resolve Restrictions on Exchange Traded-Notes<sup>1</sup> and Derivatives in India*

*Fund will Facilitate Access to India for U.S. Investors Following Regulatory Changes Impacting ETNs*

New York, NY – (BUSINESS WIRE) – January 23, 2008 – WisdomTree Investments, Inc. (Pink Sheets: WSDT – News) today announced that the WisdomTree Trust intends to launch an earnings-weighted India ETF under the ticker symbol EPI in the latter part of February. EPI is the first ETF to offer pure exposure to local Indian securities that has been cleared for launch by the SEC.

“Launching this fund represents an important milestone for the ETF industry,” said WisdomTree CEO Jonathan Steinberg. “Investors have been increasing their allocations to India, but they have not yet had an ETF that provides direct exposure beyond the limited ADR<sup>2</sup> universe available in ETFs today. Additionally, most products providing Indian equity exposure are not open end funds and can thus have a greater tendency to trade significantly away from their underlying value.”

In addition to offering investors exposure to a traditionally difficult to access market, EPI will do so through a fundamentally weighted indexing strategy that seeks to reduce the potential risks that WisdomTree believes are associated with investing in Emerging Markets through market capitalization-weighted indexes. EPI will select from a broad universe of approximately 150 profitable companies included in the WisdomTree India Earnings Index on the annual index screening date. EPI will be listed on the NYSE Arca.

“WisdomTree has gone to great lengths to ensure that we are offering a solution in the ETF structure designed to address recent regulatory actions, both by the IRS and Indian regulators, which have impacted the ETN structure and derivatives linked to Indian Equity securities<sup>3</sup>,” added Mr. Steinberg.

### **About WisdomTree Investments, Inc.**

**WisdomTree Investments, Inc.** has developed the first family of fundamentally weighted indexes and ETFs. The WisdomTree Indexes cover all major market capitalizations, both domestically and internationally. In contrast to capitalization-weighted indexes, the WisdomTree Indexes anchor the initial weights of individual stocks to a measure of fundamental value. The company believes its approach provides investors with a viable alternative to market cap-weighted indexes.

**WisdomTree Trust** is a Delaware statutory trust registered as an open-end investment company with the Securities and Exchange Commission. Each WisdomTree ETF is a

series of WisdomTree Trust. As of January 2008, assets under management in the WisdomTree Trust are more than \$4 billion.

Investing involves risk including the possible loss of principle. International investing involves special risks, such as currency fluctuation or political uncertainty. Funds focused on emerging markets generally experience greater price volatility and lower trading volume. Past performance does not guarantee future results.

**Investors should consider the 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 (9473) or by visiting [www.wisdomtree.com](http://www.wisdomtree.com). Please read the prospectus carefully before investing.**

WisdomTree Funds are distributed by ALPS Distributors, Inc.

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Jonathan Steinberg is a registered representative of ALPS Distributors, Inc.

WisdomTree Investments has patent applications pending on the methodology and operation of its indexes and ETFs.

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<sup>1</sup> Exchange-Traded Notes (ETNs) generally are unsecured, unsubordinated debt securities where the issuer promises to pay the return of a specified underlying index. ETNs trade at market prices which may be above or below their underlying net asset value.

<sup>2</sup> American Depositary Receipt (ADRs) generally are negotiable certificates issued by a U.S. bank and traded on a U.S. exchange that represent a specified number of shares in a foreign stock. ADRs are denominated in U.S. dollars with the underlying securities typically held overseas.

<sup>3</sup> A recent IRS notice has cast doubt on the tax treatment of ETNs. The Securities and Exchange Board of India (SEBI) recently restricted the ability of offshore investors to use derivatives to obtain exposure to Indian securities. EPI obtains direct exposure by investing directly in Indian securities.