

WisdomTree Dividend ex-Financials Fund (DTN) Surpasses \$1 Billion In Assets

Differentiated Dividend Strategy Gaining Traction amid Bank Volatility

New York, NY – (GlobeNewswire) – February 9, 2012 – WisdomTree (NASDAQ: WETF), an exchange-traded fund (“ETF”) sponsor and asset manager, today announced the WisdomTree Dividend ex-Financials Fund (DTN) recently surpassed \$1 billion in assets and is presently the Company’s second largest ETF. DTN is designed to track an Index that selects the 10 highest dividend yielding stocks from each U.S. sector from a universe of large-cap securities, excluding financial companies.

Jeremy Schwartz, WisdomTree Director of Research, commented, “Investors are increasingly looking to dividend paying equities as a potential source of income in a prolonged low interest rate environment. Yet some investors continue to have concerns about the financial sector’s health. For those investors, DTN provides exposure to a simple concept: a diversified basket of dividend-paying large cap stocks across all major market sectors with the exception of financials.”

Expanding Dividend ex-Financials Strategies

WisdomTree also offers an international counterpart to DTN, the WisdomTree International Dividend ex-Financials Fund (DOO), which provides exposure to dividend paying stocks of the developed world excluding the financial sector most directly tied to the sovereign debt issues in these countries.

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 increase their vulnerability to any single economic or regulatory development. This may result in greater share price volatility. Foreign investing involves 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 47 ETFs across Equities, Currency Income, Fixed 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 \$14.2 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.

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