

WisdomTree Launches Emerging Markets High-Yielding Equity Fund (DEM)

-- ETF Offers Diversified Exposure to High Dividend-Yielding Stocks
of 19 Emerging Markets Nations --

NEW YORK – (BUSINESS WIRE) – July 12, 2007 – WisdomTree Investments, Inc. (Pink Sheets: [WSDT](#) - [News](#)) today announced that the WisdomTree Trust will launch a new dividend-weighted ETF tomorrow on the New York Stock Exchange.

The new ETF will trade on the NYSE under the ticker symbol DEM and will have an expense ratio of .63%.

The ETF is designed to track the WisdomTree Emerging Markets High-Yielding Equity Index; a fundamentally weighted index that measures the performance of high dividend-yielding stocks selected from 19 emerging market nations in Europe, Asia and Latin America. Companies are weighted in the Index based on annual cash dividends paid.

“We believe the WisdomTree Emerging Markets High-Yielding Fund provides investors with a strong alternative to existing capitalization-weighted emerging markets ETFs.” said Bruce Lavine, President & COO of WisdomTree. “Historically, some of our strongest back-tested performance came from using our dividend-weighted strategy in markets believed to be less efficient. Also, as of 6/30/2007, the index upon which this fund is based had a compelling 6.47% gross yield.* Our goal will be to deliver similar results at the fund level.”

**Gross Index Yield reflects yield on index constituents prior to individual country withholding taxes and is not related to the distribution yield of the fund. You cannot invest in an index. See table below for index performance history.*

Index Average Annual Total Returns as of June 30, 2007

	1-Year	5-Years	10-Years
WT Emerging Markets High-Yielding Equity Index	51.16%	35.10%	15.15%
MSCI Emerging Markets Index	45.45%	30.66%	9.00%

Index returns do not reflect Fund returns. A fund's portfolio may differ significantly from securities included in an index. Index performance assumes reinvestment of dividends, but does not include management fees, transaction costs, taxes or expenses that would be incurred by a Fund or brokerage commissions on transactions in Fund shares. Such fees and expenses would reduce returns. Indexes are unmanaged. You cannot invest in an index. Past performance does not guarantee future results. Performance information prior to June 1, 2007 for the WisdomTree Emerging Markets High-Yielding Equity Index is based on a hypothetical back test (i.e., calculations of how an index might have performed in the past had it existed) which has inherent limitations.

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 July 2007, 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. Please read the prospectus carefully before investing.

Regarding MSCI data: Neither MSCI nor any other party involved in or related to compiling, computing or creating the MSCI data makes any express or implied warranties or representations with respect to such data (or the results to be obtained by the use thereof), and all such parties hereby expressly disclaim all warranties of originality, accuracy, completeness, merchantability or fitness for a particular purpose with respect to any of such data. Without limiting any of the foregoing, in no event shall MSCI, any of its affiliates or any third party involved in or related to compiling, computing or creating the data have any liability for any direct, indirect, special, punitive, consequential or any other damages (including lost profits) even if notified of the possibility of such damages. No further distribution or dissemination of the MSCI data is permitted without MSCI's express written consent.

WisdomTree Funds are distributed by ALPS Distributors, Inc.

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

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