

**WisdomTree Emerging Markets Equity Income Fund (DEM)
Receives 5-Star Overall Morningstar Rating™**

Beating 99% of Emerging Market Funds as of 9/30/10¹

Fund Focuses on Dividend-Paying Stocks of the Emerging World

New York, NY – (BUSINESS WIRE) – October 18, 2010 – WisdomTree (Pink Sheets: [WSDT](#) - [News](#)), an exchange-traded fund (“ETF”) sponsor and asset manager, announced today that the WisdomTree Emerging Markets Equity Income Fund (DEM) recently received a 5-Star overall rating from Morningstar, Inc for three-year performance² and outperformed the MSCI Emerging Markets Index by 6.77% based on Net Asset Value (NAV) since its inception as of September 30, 2010. DEM is a dividend-weighted ETF tracking the WisdomTree Emerging Markets Equity Income Index. (DEM ranked third out of 308 funds in the Morningstar U.S. Open End Diversified Emerging Markets Universe as of September 30, 2010, since inception.)

Bruce Lavine, WisdomTree President & COO, commented, “DEM taps into two important investment trends, the economic growth potential of the emerging markets and the income potential of high dividend-paying stocks. Our research establishes that the emerging markets can be an attractive source of dividend income with aggregated dividend streams growing faster compared to the developed world.”

Mr. Lavine added, “Currently more than \$80 billion is invested between two popular ETFs tracking the very same MSCI Emerging Markets Index. We believe we have created a strong alternative to these existing capitalization-weighted emerging markets ETFs.”

DEM Standardized Performance

Fund/Index Name	FUND INFORMATION			Average Annual Returns as-of 9/30/10					
	Ticker	Expense Ratio	Fund Inception Date	TOTAL RETURN NAV (%)			MARKET PRICE (%)		
				1-Year	3-Year	Since Inception	1-Year	3-Year	Since Inception
WisdomTree Emerging Markets Equity Income Fund	DEM	0.63%	7/13/2007	21.97	6.77	7.10	21.57	6.65	6.40
<i>MSCI Emerging Markets Index</i>				20.22	-1.48	0.33	20.22	-1.48	0.33

Source: WisdomTree

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 investor's 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

The MSCI Emerging Markets Index is a free float-adjusted market capitalization index that is designed to measure equity market performance of emerging markets. As of May 27, 2010 the MSCI Emerging Markets Index consisted of the following 21 emerging market country indices: Brazil, Chile, China, Colombia, Czech Republic, Egypt, Hungary, India, Indonesia, Korea, Malaysia, Mexico, Morocco, Peru, Philippines, Poland, Russia, South Africa, Taiwan, Thailand, and Turkey. You cannot invest directly in an index.

WisdomTree shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Total Returns are calculated using the daily 4:00 p.m. EST net asset value (NAV). Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where Fund shares are listed. Market price returns do not represent the returns you would receive if you traded shares at other times.

DEM Average Annual Returns VS. Peer Group (Morningstar Diversified Emerging Market Funds)

Morningstar U.S. Open End (“OE”) Fund Category: Diversified Emerging Markets	1-Year			2-Year			8/1/2007-09/30/2010		
	Total Return	% of Peer Group Beaten	Rank in Peer Group	Total Return	% of Peer Group Beaten	Rank in Peer Group	Total Return	% of Peer Group Beaten	Rank in Peer Group
WisdomTree Emerging Markets Equity Income Fund	21.97%	80%	81	20.88%	82%	62	8.25%	99%	3
MSCI Emerging Markets Index	20.22%	62%	150	19.64%	78%	76	1.22%	70%	94
Morningstar U.S. OE Diversified Emerging Markets Fund Category (Avg)	19.32%	53%	188	17.88%	47%	185	0.10%	46%	168
# of Peers in Fund Category	396			348			308		

Source: Morningstar

Past performance does not guarantee future results.

Fund Market Price Total Return Data as of 9/30/2010, returns do not include front end loads. The Peer Group for WisdomTree Emerging Markets Equity Income Fund, and the MSCI Emerging Markets Index is the Morningstar US OE Diversified Emerging Markets Universe. The Morningstar rankings are subject to change each month.

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¹The Peer Group for WisdomTree Emerging Markets Equity Income Fund and the MSCI Emerging Markets Index is the Morningstar U.S. OE Diversified Emerging Markets Universe.

²The Peer Group for WisdomTree Emerging Markets Equity Income Fund is the Morningstar U.S. OE Diversified Emerging Markets Universe. The Morningstar Rating brings load-adjustments, performance (returns) and risk together into one evaluation. To determine

a fund's star rating for a given time period (three, five, or 10 years), the fund's risk-adjusted return is plotted on a bell curve: If the fund scores in the top 10% of its category, it receives 5 stars (Highest); if it falls in the next 22.5% it receives 4 stars (Above Average); a place in the middle 35% earns 3 stars (Average); those lower still, in the next 22.5%, receive 2 stars (Below Average); and the bottom 10% get only 1 star (Lowest). The Overall Morningstar Rating is a weighted average of the available three-, five-, and 10-year ratings. The WisdomTree Emerging Markets Equity Income Fund was rated against the following number of U.S. domiciled open-end diversified emerging markets funds over the following time periods: 308 funds since inception. With respect to these open-end diversified emerging market funds, the WisdomTree Emerging Market Equity Income Fund received a Morningstar RatingTM of 5 stars for the three-year period. Past performance is no guarantee of future results.

There are risks associated with investing including possible loss of principal. Foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Fund's focusing on a single sector generally experience greater price volatility. Investments in emerging, offshore or frontier markets are generally less liquid and less efficient than developed markets and are subject to additional risks, such as of adverse governmental regulation, intervention and political developments. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.

Investors should consider the investment 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. Investors should read the prospectus carefully before investing.

About WisdomTree

WisdomTree® is an exchange-traded fund (“ETF”) sponsor and asset manager using its own fundamentally weighted index methodology. WisdomTree also licenses its indexes to third parties for proprietary products and offers a platform to promote the use of WisdomTree ETFs in 401(k) plans. Approximately \$9.4 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes. 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.

WisdomTree Funds are distributed by ALPS Distributors, Inc.
Bruce Lavine is a registered representative of ALPS Distributors, Inc.

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