

## **WisdomTree India Earnings Fund (EPI) Passes \$1 Billion In Assets Under Management**

New York, NY – (BUSINESS WIRE) – July 26, 2010 – WisdomTree (Pink Sheets: [WSDT - News](#)), an exchange-traded fund (“ETF”) sponsor and asset manager, announced today that the WisdomTree India Earnings Fund (EPI) surpassed \$1 billion in assets under management (AUM), as of July 21, 2010.

EPI, the Industry’s first India ETF which launched on February 22, 2008, is the largest and most actively traded exchange-traded product (ETP) providing access to local Indian securities.

“We are pleased with the success of EPI and remain committed to opening up asset classes and investment strategies which were previously difficult for regular investors to access,” said Bruce Lavine, WisdomTree President & COO.

Jeremy Schwartz, WisdomTree’s Director of Research commented, “India has distinguished itself as the best-performing BRIC (Brazil, Russia, India and China) country in 2010. One reason for this separation is that India’s economy is less export driven than China, Russia and Brazil, and the attractive demographics of its billion plus population has proved more resilient and less dependant on global growth.”

*The above references a short time period that may not be indicative of long-term market performance in India.*

For additional information on EPI, including standardized performance, please visit <http://www.wisdomtree.com/etfs/fund-details.asp?etfid=51>.

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. This fund focuses its investments in India, thereby increasing the impact of events and developments associated with the region which can adversely affect performance. Investments in emerging, offshore or frontier markets such as India are generally less liquid and less efficient than developed markets and are subject to additional risks, such as of adverse governmental regulation and intervention or political developments. As this fund has a high concentration in some sectors the fund can be adversely affected by changes in those sectors. Please read the funds prospectus for specific details regarding the fund’s risk profile.

## 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 \$7.2 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes. For more information, please visit [www.wisdomtree.com](http://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.

**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.**

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

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