

WisdomTree Adds Hedged Currency Feature to Japan Total Dividend Fund (DXJ)

DXJ to provide exposure to Japanese equities while helping to protect investors from declines in the Yen against the U.S. dollar

New York, NY – (BUSINESS WIRE) – January 22, 2010 – WisdomTree (Pink Sheets: [WSDT - News](#)), a leading ETF sponsor and index developer, announced today that effective after the close of business on March 31, 2010, the WisdomTree Japan Total Dividend Fund (DXJ) will begin to hedge Japanese yen exposure. DXJ will provide the same broad exposure to the Japanese equity market but will seek to neutralize fluctuations in the yen against the U.S. dollar.

“Many investors believe that the Japanese equity markets have performed poorly recently because their exporting companies have been significantly plagued by the strength of the Japanese yen. If the yen were to weaken, many would consider that to be a catalyst for rising exports and for the Japanese equity markets to out-perform broader international markets. The Fund will be renamed the WisdomTree Japan Hedged Equity Fund (DXJ) and will be designed to provide exposure to this equity market while neutralizing the downside for U.S. investors that would come from a weakening yen,” said Bruce Lavine, WisdomTree President & COO.

Mr. Lavine added: “We believe the change to hedge DXJ’s currency exposure not only makes for an intriguing investment product but also helps to significantly differentiate the fund from other existing Japan ETFs and unhedged mutual funds.”

DXJ will be WisdomTree’s second currency hedged equity fund. The WisdomTree International Hedged Equity Fund (HEDJ), an alternative to funds tracking the MSCI EAFE Index, is designed to provide exposure to the equity securities in the WisdomTree DEFA Index, while at the same time neutralizing currency movements in these developed world regions versus the U.S. dollar. The WisdomTree DEFA Index measures the performance of the dividend-paying segment of Europe, Far East Asia and Australasia.

About WisdomTree

WisdomTree® is a leading ETF sponsor and innovative index developer 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 \$6.9 billion in assets currently are managed by WisdomTree or are managed against WisdomTree Indexes by third parties under license from WisdomTree. For more information, please visit www.wisdomtree.com or www.wisdomtree401k.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.

There are risks associated with investing including the possible loss of principal. Past performance does not guarantee future results. In addition to the normal risks of investing, foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Funds that focus its investments in one country increase the impact of events and developments associated with the region which can adversely affect performance.

Bruce Lavine is a registered representative of ALPS Distributors, Inc.
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