

WisdomTree Emerging Markets Equity Income Fund (DEM) Surpasses \$5 Billion In Assets

Fundamentally Weighted Approach for Broad Emerging Market Exposure Establishes Impressive 5-year Performance Track Record

New York, NY – (GlobeNewswire) – January 14, 2013 – WisdomTree (NASDAQ: WETF), an exchange-traded fund (“ETF”) sponsor and asset manager, today announced the WisdomTree Emerging Markets Equity Income Fund (DEM) recently surpassed \$5 billion in assets. DEM is designed to track the WisdomTree Emerging Markets Equity Income Index (WTEMHY), a fundamentally weighted index that measures the performance of high dividend yielding stocks in emerging markets.

Luciano Siracusano, WisdomTree Chief Investment Strategist, commented, “As investors evaluate their core emerging markets equity exposure, many are becoming aware of DEM as a unique approach with an enviable 5-year track record. Both the FTSE Emerging Markets Index and the MSCI Emerging Markets Index delivered negative returns over the past five-years.¹ DEM, on the other hand, has averaged a positive 5.26% on an annualized basis over the same time frame. I believe this represents strong real-time evidence how dividend weighted equity indexes can be used to add value within key asset classes.” View standardized performance [here](#).

Mr. Siracusano added, “By weighting equity markets by income and rebalancing annually back to what we believe are excellent indicators of relative value, WisdomTree’s fundamentally weighted approach to indexing is building an impressive real-time track record in the U.S., developed and emerging markets.”

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. Foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Funds 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 investments in developed markets and are subject to additional risks, such as risks of adverse governmental regulation, intervention and political developments. Due to the investment strategy of this Fund it may make higher capital gain distributions than other ETFs. Please read the Fund’s prospectus for specific details regarding the Fund’s risk profile.

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 investors 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.

¹ Source: Bloomberg, 5-yr period from 12/31/2007 to 12/31/2012 for the MSCI Emerging Markets Index and FTSE Emerging Markets Index.

FTSE Emerging Markets Index: A free float-adjusted market capitalization index that is designed to measure equity market performance of emerging markets.

MSCI Emerging Markets Index: A free float-adjusted market capitalization index that is designed to measure equity market performance of emerging markets.

Relative value rebalancing: Stocks are judged in terms of potential weighting and inclusion based on how their share prices have moved relative to a fundamental metric, in this case trailing 12-month dividends.

Market-capitalization weighted: Market cap = share prices x number of shares outstanding. Companies with the highest values receive the highest weights in approaches designed to weight companies by market cap.

WisdomTree Funds are distributed by ALPS Distributors, Inc.
Luciano Siracusano 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 46 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 \$19.2 billion in ETF assets under management. For more information, please visit www.wisdomtree.com or follow us on Twitter [@WisdomTreeETFs](https://twitter.com/WisdomTreeETFs).

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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