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WisdomTree to License Indexes to Aperio Group as Benchmarks for Tax-Managed Separate Accounts

NEW YORK--(BUSINESS WIRE)--

WisdomTree Investments, Inc. (Pink Sheets: WSDT - News) today announced that it has licensed its broad fundamentally weighted dividend index family to Aperio Group LLC, a financial advisory firm that delivers customized asset management services for taxable investors. This is WisdomTree's second licensing agreement since the introduction of its indexes.

Aperio will use the WisdomTree Indexes as benchmarks for its tax-managed separate account business. The firm manages approximately \$1.3 billion in assets for high net worth individuals and institutions and will employ tax-management techniques that seek to outperform a pure replication of the WisdomTree Indexes on an after-tax basis by engaging in a systematic program of tax loss harvesting and capital gain deferral.

"We are excited to partner with Aperio Group, a truly progressive and innovative firm in the tax-managed separate accounts business," said Jonathan Steinberg, Chief Executive Officer of WisdomTree Investments, Inc. "Our ETF business has been tremendously successful but we also see a significant opportunity in the licensing of our indexes to unique asset managers like Aperio."

Patrick Geddes, Chief Investment Officer and Director of Quantitative Research for Aperio, stated, "We've built a business on creatively using existing indexes for superior returns. Fundamentally weighted index strategies provide a natural alternative benchmark and we are excited to offer WisdomTree's family of dividend-based indexes to our clients."

About WisdomTree Investments, Inc.

WisdomTree Investments, Inc. has developed the first family of fundamentally weighted indexes. 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.

About Aperio Group LLC

Aperio Group delivers customized indexed-based strategies for both taxable and tax-exempt investors. Aperio designs and manages customized portfolios that deliver the pre-tax

performance of indexing with active tax management and active risk reduction. The result is superior after-tax return and reduced risk. Aperio can design portfolios to track either customized or market benchmarks, including the Standard & Poor's 500(R), Russell 3000(R), Russell 2000(R), and MSCI EAFE(R) indexes. For more information on Aperio Group please call Guy Lampard at (415) 339-4303, email glampard@aperiogroup.com, or go to www.aperiogroup.com.

WisdomTree has patents pending on the methodology and operation of its indexes and ETFs.

Source: WisdomTree Investments, Inc.