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# **WisdomTree Names David Abner Director of Institutional ETF Sales**

## **Former BNP Paribas Head of ETF Trading to Lead Institutional Sales Efforts**

NEW YORK--(BUSINESS WIRE)--

WisdomTree Investments, Inc. (Pink Sheets: WSDT) today announced it has hired David Abner as Director of Institutional ETF Sales. Mr. Abner joins WisdomTree from BNP Paribas, where he was Managing Director and head of ETF trading.

"WisdomTree will benefit from Dave's vast experience trading ETFs and related instruments with a wide array of institutional clients," said Jonathan Steinberg, WisdomTree CEO. "The addition of Dave's ETF background and customer relationships further bolsters an already strong WisdomTree sales team."

"I am excited to be joining a leader in the ETF industry," said David Abner. "I was attracted by WisdomTree's innovative approach to investing and a product set of some 40 funds which I believe have broad appeal and vast potential for the institutional investment community."

Prior to joining BNP Paribas in 2006, Mr. Abner was with Bear Stearns for thirteen years where he traded in index arbitrage, baskets, Asian equity and closed end funds before being tapped to head Bear's ETF trading business.

About WisdomTree Investments, Inc.

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

WisdomTree Trust is a Delaware statutory trust registered as an open-end investment company with the Securities and Exchange Commission. Each WisdomTree ETF is a series of WisdomTree Trust. As of April 2008, assets under management in the WisdomTree Trust are more than \$4.3 billion.

Investors should consider the 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 (9473) or by visiting [www.wisdomtree.com](http://www.wisdomtree.com). Please read the prospectus

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WisdomTree Funds are distributed by ALPS Distributors, Inc.

Jonathan Steinberg is a registered representative of ALPS Distributors, Inc

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