

August 12, 2014



WisdomTree Announces Strategic Alliance With Leading Australian ETP Provider BetaShares

BetaShares to Exclusively Market the Full Range of WisdomTree US ETFs in Australia and New Zealand to Institutional Investors

WisdomTree and BetaShares to Explore Development of ASX Products Providing Access to WisdomTree Investment Solutions

NEW YORK, Aug. 12, 2014 (GLOBE NEWSWIRE) -- WisdomTree Investments, Inc. (Nasdaq:WETF), an exchange-traded product ("ETP") sponsor and asset manager, today announced a strategic alliance with BetaShares, a leading provider of ETPs which are traded on the Australian Securities Exchange ("ASX"). Under the terms of the agreement, BetaShares has been granted exclusive rights to market the full range of WisdomTree US-listed ETFs in Australia and New Zealand to institutional investors.

In addition, WisdomTree and BetaShares will explore the development of products on the ASX with the aim of providing investors in Australia and New Zealand access to some of the innovative investment strategies pioneered by WisdomTree.

"As ETF adoption increases in Australia and New Zealand, we look forward to working with BetaShares to serve this growing ETF market with new investment solutions," said Jonathan Steinberg, WisdomTree CEO and President.

Alex Vynokur, Managing Director of BetaShares said, "Our collaboration with WisdomTree is an important milestone opening up a large range of innovative investment solutions for investors in Australia and New Zealand."

About BetaShares

BetaShares is a leading provider of exchange traded products which are traded on the Australian Securities Exchange. BetaShares' objective is to expand the universe of investment possibilities open to investors by providing exchange traded products that empower investors to implement their investment strategies with ease.

About WisdomTree

WisdomTree Investments, Inc., through its subsidiaries in the U.S. and the U.K. (collectively, "WisdomTree"), is an exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers ETPs covering domestic, international and global equities, fixed income, currencies, commodities and alternative

strategies. WisdomTree currently has approximately \$34.2 billion in assets under management globally.

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its wholly owned subsidiary, WisdomTree Asset Management, Inc., a registered investment adviser and investment adviser to the WisdomTree Trust and each of its series. The WisdomTree Trust is a registered open-end management investment company.

CONTACT: WisdomTree Investments, Inc.
Stuart Bell / Jessica Zaloom
+1.917.267.3702 / +1.917.267.3735
sbell@wisdomtree.com / jzaloom@wisdomtree.com

Source: WisdomTree Investments, Inc.