

March 9, 2015



WisdomTree Surpasses \$50 Billion in Assets Under Management

Succeeding in Asset Management Through Innovation in ETFs

Growth Powered by Enduring Trends

NEW YORK, March 9, 2015 (GLOBE NEWSWIRE) -- WisdomTree Investments, Inc. (Nasdaq:WETF), an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager, today announced the Company surpassed \$50 billion in assets under management (AUM). WisdomTree is the only independent, publicly traded asset manager focusing exclusively on the ETP market.

"WisdomTree is an ETF success story at the forefront of the biggest trends in asset management," said Jonathan Steinberg, WisdomTree CEO & President. "While we are experiencing record inflows of \$9.7 billion led by our pioneering currency hedged family this year, the foundation of our growth rests in our larger commitment to innovation in ETFs. We have been a consistent asset gatherer since launching our first ETFs in 2006, with growth accelerating in recent years."

Industry Reaching Critical Mass – ETFs Represent Future of Asset Management

With more than \$2 trillion in AUM, the U.S. ETF industry is still only a fraction of the \$13 trillion traditional mutual fund market. However, according to the Investment Company Institute, since 2007 ETFs have generated approximately 54% of the total inflows into ETFs and long-term mutual funds. Furthermore, during this time period ETFs generated positive inflows into equity funds of approximately \$1.0 trillion and long-term equity mutual funds experienced outflows of approximately \$278 billion.

"I believe the movement to ETF investing is a structural, universal and irreversible trend because the characteristics of the ETF – transparency, liquidity and tax efficiency – are the qualities essential to a positive investing experience," said Mr. Steinberg.

Proven Innovator Building Global ETF Franchise

WisdomTree launched its first ETFs in June of 2006 and has surpassed \$50 billion in AUM in under ten years' time. The Company's novel approach to the ETF business includes innovation at the index level such as fundamentally weighted 'smart beta' and currency hedged equity ETFs based on proprietary WisdomTree indexes. Today WisdomTree's product family spans equities, currencies, fixed income and alternative strategies and includes transparent, actively managed ETFs. Following the formation of WisdomTree Europe in April of 2014, we have launched six WisdomTree UCITS ETFs across the London

Stock Exchange, Borsa Italiana and Deutsche Börse and have expanded the Boost-branded short and leverage ETP product set throughout Europe as well.

Mr. Steinberg added, "At the product strategy level, a commitment to practical but differentiated investment solutions has allowed us to identify important growth opportunities, and our expanding financial resources give us the ability to pursue our ambitious growth goals, here in the U.S. and in other international ETF markets."

Mr. Steinberg concluded, "In 2009, WisdomTree stated a long-term goal to become a top-five player in the U.S. ETF market based on assets. After achieving this milestone in 2013, we announced our next long-term goal to become a \$100 billion asset manager. We are well on our way, and I believe we have the product platform, the people and the strategic vision to build upon our strong position within ETFs and the broader asset management industry."

About WisdomTree

WisdomTree Investments, Inc., through its subsidiaries in the U.S. and Europe (collectively, "WisdomTree"), is an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers products covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$51.2 billion in assets under management globally.

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its subsidiaries worldwide.

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Source: WisdomTree Investments, Inc.