

February 8, 2011



Steven L. Begleiter Joins WisdomTree Board of Directors

NEW YORK--(BUSINESS WIRE)-- WisdomTree (Pink Sheets: WSDT), an exchange-traded fund ("ETF") sponsor and asset manager, today announced the addition of Steven L. Begleiter, Senior Principal at Flexpoint Ford, LLC, to the Company's Board of Directors. Flexpoint Ford is a private equity group that manages approximately \$1.0 billion of equity capital focused on investments in financial services and healthcare. A Flexpoint Ford investment fund owns 10 million shares of the Company's common stock.

"Steven's depth of experience and knowledge of the financial services and asset management industry, and his distinguished record in corporate strategy and executive leadership is an extremely valuable addition to the Board," said Jonathan Steinberg, WisdomTree CEO. "We are pleased to welcome Steven at an important time of growth for WisdomTree, having recently reported our first full year of positive proforma operating income and reaffirmed our progress toward a national exchange listing."

"I am impressed by all that WisdomTree has accomplished to date and look forward to working with the management team as they continue to broaden and strengthen the Company's position in the fast-growing ETF industry," said Steven Begleiter.

Prior to joining Flexpoint Ford, Mr. Begleiter was a Senior Managing Director at Bear Stearns & Co. where he spent 15 years of his 24-year career in the Financial Institutions Group, working with a broad range of domestic and international clients on a variety of advisory and financing transactions. Mr. Begleiter also served as head of Bear Stearns' Corporate Strategy Group as well as having broad responsibilities for the firm's Wealth Management business. Mr. Begleiter earned an undergraduate degree in economics with honors from Haverford College.

About WisdomTree

WisdomTree(R) is a New York-based exchange-traded fund ("ETF") sponsor and asset manager. WisdomTree currently offers 45 ETFs across Equities, Currency Income, Fixed Income and Alternatives asset classes. WisdomTree also licenses its indexes to third parties for proprietary products and offers a platform to promote the use of WisdomTree ETFs in 401(k) plans. WisdomTree currently has approximately \$10.2 billion in ETF assets under management. For more information, please visit www.wisdomtree.com.

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.

Source: WisdomTree