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# **WisdomTree Investments Establishes Division to Target 401(k) Market**

## **Firm Hires Director of Retirement Services, Director of Product Development & Director of Fixed Income Strategy**

NEW YORK--(BUSINESS WIRE)--

WisdomTree Investments, Inc. (Pink Sheets: WSDT) announced the creation of a business unit designed to deliver the full benefits of ETFs to the 401(k) marketplace. The Company has hired 401(k) industry veteran Al Shemtob as Director of Retirement Services to lead the effort.

"Investors and advisors have become familiar with the many benefits that ETFs offer and are now looking to utilize them in their 401(k) plans," said Jonathan Steinberg, CEO of WisdomTree Investments. "The 401(k) market, with over \$2.4 trillion in assets, is an untapped channel for ETF growth and we believe WisdomTree's ETFs are particularly well-suited for the retirement market."

Arthur Levitt, Senior Advisor to WisdomTree stated, "The Pension Protection Act of 2006 will undoubtedly affect the development of the 401(k) marketplace. The movement towards greater transparency, lower fees and greater disclosure of revenue sharing agreements provides a catalyst for change likely to benefit retirees. It will also provide opportunities for thoughtful, low fee exchange traded funds like those created by WisdomTree."

"With Al Shemtob, we have the ideal candidate to build this business," said Bruce Lavine, President & COO of WisdomTree Investments.

Al was the President of Bisys Retirement Services and its predecessor firm for 17 years. Bisys today provides 401(k) services to over 18,000 plans with more than 1.5 million plan participants. During this period he helped to pioneer the creation of outsourcing services within the 401(k) industry and was instrumental in significant developments in the 401(k) service/sales/ and pricing models.

Mr. Shemtob will be assisted by two other key additions to the WisdomTree executive ranks. Ben Slavin has joined as Director of Product Development from Morgan Stanley Investment Management and before that from Profund Advisors L.L.C. Additionally, Richard Harper has joined as Director of Fixed Income Strategy. Rick was most recently a VP, Senior Portfolio Strategist at RBC Dain Rauscher and was a former ETF fixed income portfolio manager for ETF Advisors.

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. WisdomTree 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. WisdomTree's first ETFs were launched in June of 2006. At the end of 2006, WisdomTree Trust assets were \$1.5 billion. At the end of March 2007, assets under management in the WisdomTree Trust are approximately \$3.1 billion.

WisdomTree Funds are distributed by ALPS Distributors, Inc.

Investors should consider the investment objectives, risks, charges and expenses of the Funds carefully before investing. A prospectus, containing this and other important information, is available at [www.wisdomtree.com](http://www.wisdomtree.com). Investors should read the prospectus carefully before investing. There are risks involved with investing, including the possible loss of principal. Past performance is no guarantee of future results.

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Source: WisdomTree Investments, Inc.