

## **WisdomTree and Mellon Capital Collaborate to Bring Fundamentally Weighted Indexing to the Institutional Market**

*Firms Market WisdomTree Fundamental Indexes to Pension Funds, Governments, Endowments, Foundations*

New York, NY and San Francisco, CA – (BUSINESS WIRE) – July 30, 2008 – WisdomTree (Pink Sheets: WSDT - News) and Mellon Capital Management Corporation, an investment boutique within BNY Mellon Asset Management, announced today a collaboration in managing institutional accounts according to WisdomTree’s fundamentally weighted indexing methodology.

Mellon Capital will be the exclusive licensee for these accounts and will serve as the sole investment advisor using this methodology.

“We are pleased to be adding fundamentally weighted indexes, offering investors an alternative to traditional market capitalization indexes,” said Charlie Jacklin, Mellon Capital CEO. “In contrast, these new accounts will be based on fundamental measures such as dividends and earnings.”

These portfolios will be marketed to pension funds, governments, endowments, foundations and other similar fiduciaries. WisdomTree will serve as both index licensor and co-marketer.

WisdomTree CEO Jonathan Steinberg commented, “As our relationship with the Bank of New York Mellon continues to evolve, we believe the complimentary strengths and combined efforts of WisdomTree and Mellon Capital will make for an extremely advantageous alliance – supporting a promising idea with a powerful infrastructure in a channel where approximately \$7 trillion of institutional investments is currently under indexed management – with a force and effectiveness that neither organization could realize on its own.”

The two mandates WisdomTree recently received from the New York City Employees’ Retirement System and the New York City Police Pension Fund highlights the potential for the new collaboration to be a significant force in the institutional marketplace.

### **About WisdomTree**

**WisdomTree**® is a leading ETF sponsor and innovative index developer using its own fundamentally weighted index methodology. 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. Approximately \$4.9 billion in assets are currently managed against the WisdomTree Indexes by WisdomTree and third parties under license from WisdomTree. For more information, please visit [www.wisdomtree.com](http://www.wisdomtree.com) or [www.wisdomtree401k.com](http://www.wisdomtree401k.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.

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### **About Mellon Capital**

Founded in 1983 by innovators in the investment management field, Mellon Capital specializes in global and U.S. quantitative investment strategies. As of June 30, 2008, the firm had \$204.2 billion in assets under management, including assets managed by dual officers and \$26 billion in overlay strategies. Additional information about Mellon Capital is available at [www.mcm.com](http://www.mcm.com). It is part of BNY Mellon Asset Management, one of the world's largest global asset managers with more than US\$1 trillion in assets under management.

BNY Mellon Asset Management is one of the world's largest global asset managers with more than US\$1 trillion in assets under management. The multi-boutique asset management model encompasses the investment skills of world class specialist asset managers who are amongst the most advanced and highly regarded names in money management. With investment expertise that spans the asset class spectrum, BNY Mellon Asset Management offers a comprehensive suite of beta-achieving and alpha-generating investment strategies to meet the unique needs of institutional investors.

The Bank of New York Mellon Corporation is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has more than \$23 trillion in assets under custody and administration, more than \$1.1 trillion in assets under management and services \$11 trillion in outstanding debt. Additional information is available at [bnymellon.com](http://bnymellon.com).

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