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**Q Describe your firm, its offerings and its mission.**

WisdomTree® is a New York-based exchange-traded fund ("ETF") sponsor and asset manager with 46 ETFs across Equities, Currency Income, Fixed Income and Alternatives asset classes. 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.

**Q Describe your investment strategy and how it might be unique.**

The WisdomTree Trust represents the first global family of fundamentally weighted ETFs based on proprietary dividend-weighted and earnings-weighted indexes, as opposed to market capitalization weighted indexes, which assign more weight to stocks with the highest market capitalizations. These fundamentally weighted indexes focus on securities of companies that pay regular cash dividends or on securities of companies that have generated positive cumulative earnings over a certain period. Additionally, WisdomTree launched the Industry's first currency ETFs in May 2008 using an actively managed strategy. WisdomTree has recently

launched two international fixed income ETFs as well as the Industry's first managed futures strategy ETF.

**Q How has your firm adapted during the recent economic downturn?**

WisdomTree launched our first equity ETFs in June of 2006 and has since broadened our product offerings in currencies, fixed income and alternatives. The Company has achieved positive net inflows in all but one quarter of its operating history, and currently has approximately \$12.1 billion in ETF assets under management.

## AT A GLANCE

**Firm Name:** WisdomTree

**Principals:** Jonathan Steinberg, CEO  
Bruce Lavine, President & COO  
Amit Muni, CFO  
Luciano Siracusano,  
Chief Investment Strategist  
Peter M. Ziemba, Chief Legal Officer

**Employees:** 61

**Years in business:** Approaching 5 years in June 2011

**Assets under management:** \$12.1 billion as of 5/2/11

**Minimum investment:** Not applicable to ETF structure