

# Press Release



THE BANK OF NEW YORK MELLON

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## **BNY Mellon Asset Management Announces Strategic Venture to Create New ETFs**

*Dreyfus and WisdomTree to Collaborate on International Cash and Fixed Income ETFs*

NEW YORK, January 25, 2008 - BNY Mellon Asset Management announced today that The Dreyfus Corporation is to partner with WisdomTree Investments, Inc. (Pink Sheets: WSDT – News) on International Cash and Fixed Income ETF products. The products will be part of the WisdomTree Trust and will be co-branded and marketed by both organizations. Dreyfus will act as subadvisor to the Trust.

“BNY Mellon Asset Management comprises asset management companies with individual, proprietary investment expertise, and this unique combination of talent fosters the development of innovative investment products,” said Ronald P. O’Hanley, president and chief executive officer of BNY Mellon Asset Management. “The creation of new ETFs complements what BNY Mellon Asset Management does already.” BNY Quantitative Equity Management Group already subadvises for WisdomTree, among others. “BNY Mellon Asset Management’s ability to distribute new ETFs in the marketplace extends our capabilities to new products that are becoming increasingly important in the retail and intermediary business,” O’Hanley continued.

“Dreyfus is excited to be entering the ETF business as it is an increasingly vibrant segment of asset management,” said Phil Maisano, chief investment strategist of BNY Mellon Asset Management and chief investment officer of Dreyfus. “The strategic venture between Dreyfus and WisdomTree creates a formidable player as both companies bring their respective expertise to the venture.”

“WisdomTree is very excited to partner with BNY Mellon Asset Management as we venture into new asset classes,” said Jonathan Steinberg, WisdomTree chief executive officer. “We believe there is significant opportunity for ETFs to provide exposure to cash products around the world. Despite U.S. cash being a \$3 trillion market segment, today’s U.S. investor is surprisingly limited in their ability to easily hold cash in non-U.S. cash investments. We are pleased to work with a widely recognized asset management industry leader in BNY Mellon Asset Management.”

Through its asset servicing business, The Bank of New York Mellon will provide full fund accounting and administration services for the new ETFs.

### **About BNY Mellon Asset 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. BNY Mellon Asset Management is part of The Bank of New York Mellon Corporation.

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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 \$20 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).

### **About The Dreyfus Corporation**

The Dreyfus Corporation, established in 1951 and headquartered in New York City, is one of the nation's leading asset management and distribution companies, currently managing more than \$260 billion in mutual funds, separately managed accounts, and institutional portfolios. Dreyfus is part of BNY Mellon Asset Management, a leading global provider of investment management products and services that offers a broad range of equity, fixed-income, hedge and liquidity management products through individual asset management companies and multiple distribution channels.

### **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. The company 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. As of January 2008, assets under management in the WisdomTree trust are more than \$4 billion.

There are risks associated with investing including possible loss of principal. In addition to the normal risks of investing, foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Investments in real estate involve additional special risks, such as credit risk, interest rate fluctuations and the effect of varied economic conditions. Funds focusing on a single country, sector and/or smaller companies generally experience greater price volatility.

Investors should consider the investment objectives, risks, charges and expenses of the funds carefully before investing. A prospectus, containing this and other information is available by calling 1-866-909-WISE. Investors should read the prospectus carefully before investing.

WisdomTree Funds are distributed by ALPS Distributors, Inc.

ALPS Distributors, Inc. is not affiliated with Dreyfus or BNY Mellon.

Jonathan Steinberg is a registered representative of ALPS Distributors, Inc.

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WisdomTree Investments, Inc. has patents pending on the methodology and operation of its indexes.

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