



April 22, 2016

WisdomTree Announces Plans to Launch ETFs in Canada

Raj Lala Will Lead Company's Efforts in Canada

TORONTO and NEW YORK, April 22, 2016 (GLOBE NEWSWIRE) -- WisdomTree Investments, Inc. (NASDAQ:WETF), an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager, today announced it has established an office in Toronto, and pending Canadian regulatory approval, will distribute Canadian ETFs, offering Canadians new investment strategies through which to build and manage their portfolios.

"Canada represents an exciting opportunity for WisdomTree. As a pure-play ETF provider, WisdomTree sees great potential to help grow the ETF market and to deliver our innovative and highly differentiated products to Canadian investors," said WisdomTree CEO and President Jonathan Steinberg. "We look forward to entering Canada, working with the financial community and offering new ETF choices to Canadians."

The Company intends to introduce ETFs which will track the following Canadian dollar-based WisdomTree indexes: the WisdomTree International Quality Dividend Growth Index CAD, the WisdomTree Europe CAD-Hedged Equity Index, the WisdomTree U.S. Quality Dividend Growth Index CAD and the WisdomTree U.S. High Dividend Index CAD.

The Company has formed WisdomTree Asset Management Canada, Inc. ("WisdomTree Canada") and has named Raj Lala as Head of WisdomTree Canada. Raj was previously Executive Vice President, Retail Markets, at Fiera Capital. The Company also named Lara Misner as Chief Compliance Officer of WisdomTree Canada. Lara was previously Chief Compliance Officer of Purpose Investments Inc.

About WisdomTree

WisdomTree Investments, Inc., through its subsidiaries in the U.S., Europe and Japan (collectively, "WisdomTree"), is an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers products covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$45.0 billion in assets under management globally.

WisdomTree® is the marketing name for WisdomTree Investments, Inc. and its subsidiaries worldwide.

For Canadian investors only:

A preliminary prospectus containing important information relating to the units of the Canadian ETFs has been filed with the securities commissions or similar authorities in certain jurisdictions of Canada. The preliminary prospectus is still subject to completion or amendment. Copies of the preliminary prospectus may be obtained from WisdomTree at the address, telephone number, website and e-mail address set forth above or downloaded at www.sedar.com. There will not be any sale or any acceptance of an offer to buy the units until a receipt for the final prospectus has been issued.

Commissions, management fees and expenses all may be associated with investments in exchange traded funds. Please read the prospectus before investing. Exchange-traded funds are not guaranteed, their values change frequently and past performance may not be repeated.

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