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Carefully consider the Funds investment objectives, risks, charges and expenses before investing. A prospectus containing this and other important information is available by calling 866.909.WISE or by visiting wisdomtree.com. Please read the prospectus carefully before you invest.

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WisdomTree 401(k) PROGRAM

Welcome to a new wisdom in 401(k) plans.

Five reasons why the WisdomTree 401(k) Platform is an ideal choice for your company. **Your participants are looking for an effective way to invest for the long term. You're looking for a way to deliver it — as cost effectively and simply as possible. Here are five reasons why you should choose the WisdomTree 401(k) platform:**

1. Complete Fee Transparency

As the Plan Fiduciary of the company 401(k) program, you have to start with a firm grasp of what the various services really cost, if those numbers are reasonable, and — most important — who's actually paying for them. Answering these questions, however, can prove difficult, because plan information is sometimes incomplete or misleading. For instance, it's common for 401(k) programs to pay for many plan costs through "so called" 12b-1 fees or other revenue sharing arrangements. So on the surface it may appear that the plan is getting free record-keeping or administrative services. But in reality, the plan participants actually pay for these services through higher mutual fund expense ratios.

The WisdomTree ETFs have no 12b-1 or hidden fees. They're built around complete fee disclosure. This means you can clearly see and monitor the cost and value of every service and make informed decisions with confidence.

If proposed legislation becomes law, you will also have a legal obligation to know the true costs of your plan. With WisdomTree, they couldn't be more clear.

2. Low Cost

Expenses charged for investment and plan services can vary significantly — as much as 1%–2% of the plan assets. This can have an enormous impact on the assets accumulated at retirement by your participants. So it's wise to offer investment choices that allow participants to reduce their investment expense.

While the WisdomTree 401(k) program offers highly competitive costs for record-keeping, plan administration and custody services, the more significant feature for participants is the low cost for investment expense.

By using low-cost exchange traded funds (ETFs) instead of mutual funds, the cost of investment to participants can often be reduced substantially — which may add up to additional dollars at retirement.

3. Benefit of an Index-Based Investment Strategy

Most people rely on a 401(k) as part of a long-term retirement strategy. It is well documented that the vast majority of active investment managers fail to outperform the S&P 500 when measured over extended periods of time.* Why should participants take such a risk?

Investing in a fully developed index-based fund strategy means exposure to all significant market segments, and it lets participants track the broader market. While there is no guarantee with any investment, experience shows this approach reduces the risk of investing precious retirement assets in funds that can underperform the industry benchmarks.

WisdomTree can also accommodate participants who have a short-term horizon as well as those who are confident in selecting the fund managers. The WisdomTree platform offers a menu of no-load and load-waived mutual funds to supplement the index approach. By offering this choice — a complete index-based investment approach as well as a menu of actively managed funds — you can feel more comfortable that you're addressing the needs of all participants.

4. Asset Allocation Beats Employee Education

Experience has shown that the "learn it yourself" approach — participants get a pile of investing brochures or Web-based investing tools and then cherry-pick from a range of mutual funds — isn't the most effective way for most people to build a 401(k) portfolio. The vast majority still lack the knowledge and experience to allocate their assets effectively for the long term.

With a core investment strategy of asset allocation, the WisdomTree platform simplifies employee education and effectively channels their investment selection. Your advisor will offer professionally managed,** low-cost, index-based portfolios of ETFs specifically built for risk tolerance or target retirement dates. Of course with the WisdomTree program, knowledgeable investors can always choose to create their own portfolio.

We believe effective asset allocation is the best way to build a long term strategy, and low-cost ETFs are an efficient way to build an asset allocation portfolio.

5. WisdomTree Fundamental ETFs are Well Suited in 401(k) Plans

ETFs make sense in long-term investing vehicles like 401(k) plans. But all ETFs are not created equal. The vast majority of ETFs are market cap-weighted. So by design, they hold more of a stock as its price is going up and less as it's going down (common sense says "buy low, and sell high," but market cap-weighted ETFs do the exact opposite). This structural flaw can overweight the overvalued stocks and underweight undervalued stocks — in our view, exposing participants to potentially higher risks and lower returns.

By contrast, WisdomTree begins with a more "fiscally fit" universe of stocks and then weights each security in the index using dividends or core earnings, instead of the stock price alone. We believe this offers potentially more profitable long-term investing with less risk — exactly what participants want in a retirement fund.

In addition, WisdomTree's dividend-based funds present an especially attractive combination for retirement, offering investors the potential for income-generating yields and relatively lower volatility.

WisdomTree ETFs cover all major market capitalizations domestically and are competitively priced to allow for a low-cost investment expense to participants.

WisdomTree offers you a choice of prebuilt or fully customizable solutions.

* The Efficient Market Hypothesis and Its Critics, Burton G. Malkiel of Princeton University, 2003.

** Administered by CLS Investment Firm, LLC.