

WisdomTree Canada to Join the CETFA

TORONTO, January 31, 2019 – WisdomTree Asset Management Canada, Inc. (“WisdomTree Canada”) is pleased to announce the firm has joined the Canadian ETF Association (“CETFA”).

“CETFA welcomes WisdomTree Canada as the newest member of the CETFA,” said Pat Dunwoody, Executive Director of the CETFA. “Over the past several years, we have seen strong growth in the exchange-traded fund (ETF) industry in Canada, with increasing assets and providers. This allows us to continue to have a strong voice representing the ETF industry, and fulfilling our mission of providing information, education and access to resources on the benefits of ETF investing.”

“As we enter our third year in the Canadian market, WisdomTree Canada is excited to join CETFA in its mission to increase education and understanding of ETFs, which we believe are more attractive investment vehicles than traditional mutual funds given their transparency, intra-day liquidity, and tax-efficiency,” said Kurt MacAlpine, WisdomTree EVP and Global Head of Distribution.

WisdomTree Canada has experienced strong growth in the Canadian marketplace since 2016, and now offers fifteen ETFs spanning Canadian, U.S., global and international equities as well as North American fixed income. WisdomTree Canada ETFs provide Canadian investors with the opportunity to gain exposure to multiple asset classes through innovative and differentiated methodologies as well as the ability to manage foreign currency exposure through a variety of hedged, non-hedged and variably hedged strategies.

Further information about WisdomTree Canada ETFs can be found at www.wisdomtree.com.

About WisdomTree

WisdomTree Investments, Inc., through its subsidiaries in the U.S., Europe and Canada (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 US\$57.3 billion in assets under management globally.

About the Canadian ETF Association

CETFA is the national voice of Canada’s ETF industry, representing 95 percent of the ETF assets in Canada. Canadian investors now have over \$160 billion invested in Canadian-listed ETFs. As ETF usage continues to grow in Canada, CETFA seeks to educate Canadians on the appropriate use of exchange traded funds, as well as work proactively with members and regulators to ensure the ETF industry adopts best practices and standards.

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