



FOR
IMMEDIATE RELEASE

**DOW JONES EURO STOXX 50 SHORT INDEX LICENSED TO
ETFLAB TO UNDERLIE EXCHANGE-TRADED FUND**

ZURICH (December 14, 2009) — STOXX Limited, the leading provider of European equity indexes, today announced that the Dow Jones EURO STOXX 50 Short Index has been licensed to ETFlab Investment GmbH to serve as underlying for an exchange-traded fund (ETF). The ETFlab DJ EURO STOXX 50 Short will be available on Deutsche Boerse today.

The Dow Jones EURO STOXX 50 Short Index is part of the Dow Jones STOXX strategy index family. It replicates a short investment strategy, which is tied to the performance of the Dow Jones EURO STOXX 50 Index.

“The Dow Jones EURO STOXX 50 Short Index is an effective tool for investors aiming to track the performance of a short trading strategy that generates positive returns in declining markets. By licensing this index, ETFlab adds a product with a key investment strategy to its ETFs offering,” said Ricardo Manrique, chief executive officer, STOXX Ltd. “The index’ sophisticated, rules-based and transparent methodology enables market participants to access an innovative solution that can be used for both taking a specific view on the direction of markets or for hedging.”

“For us the launch of the ETFlab DJ EURO STOXX 50 Short is a logic step towards offering a broad ETF toolbox to our customers. With the ETFlab DJ EURO STOXX 50 and the new complementary Short version we enable the investor to profit by bullish and bearish European equity markets,” said Andreas Fehrenbach, CEO at ETFlab.

The Dow Jones EURO STOXX 50 Short Index replicates the inverse daily performance of the total return version of the Dow Jones EURO STOXX 50 Index. A negative performance of the blue-chip index results in a positive performance of the Dow Jones EURO STOXX 50 Short Index, and vice versa. If the Dow Jones EURO STOXX 50 Index loses -5%, the Dow Jones EURO STOXX 50 Short Index consequently gains 5%. The cost of dividends and the benefit of earning interest are also taken into account in the index calculation.

The Dow Jones STOXX Strategy Index series is designed to track enhanced investment strategies and includes the Dow Jones EURO STOXX 50 Short Index, Dow Jones EURO STOXX 50 Double Short Index, Dow Jones EURO STOXX 50 Leveraged Index, Dow Jones EURO STOXX 50 BuyWrite Index, Dow Jones EURO STOXX 50 PutWrite Index, the VSTOXX, Dow Jones STOXX 600 Supersector Short Indexes and Dow Jones STOXX 600 Double Short Index.

Further information on the Dow Jones EURO STOXX 50 Short Index is available at www.stoxx.com.

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