



**FOR  
IMMEDIATE RELEASE**

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**STOXX LAUNCHES NEW OPTIMISED COUNTRY INDICES FOR  
EMERGING MARKETS AND ASIA**

**ZURICH (December 15, 2010)** - STOXX Limited, a global index provider and creator of the leading European equity indices, today announced the launch of the STOXX Optimised Country Indices for select emerging markets, as well as that of the STOXX Optimised Asia Select Index. The country indices are available for Brazil, Chile, China, Colombia, Egypt, India, Indonesia, Israel, Malaysia, Mexico, the Philippines, Poland, Russia, South Africa, South Korea, Taiwan, Thailand, Turkey and Vietnam. All new indices are part of the STOXX Optimised Index family.

“With the launch of the STOXX Optimised Country and STOXX Optimised Asia Select indices we take another significant step towards the globalization of our index offering,” said Hartmut Graf, chief executive officer, STOXX Ltd. “STOXX offers an unparalleled access to emerging markets, ensuring a maximum of liquidity and constant tradability for these regions. The new indices are an addition to our existing Optimised Index family, which applies superior concepts to improve liquidity and diversification in the index.”

The STOXX Optimised Country Indices are available in two versions: the local indices represent a variable number of companies - with a maximum of 30 for each country – which are listed on the respective markets local stock exchanges. Furthermore, a depository receipt (DR) version which includes DRs that are listed on London Stock Exchange, New York Stock Exchange or NASDAQ, is calculated for the following countries: Brazil, India, Mexico, Russia and China.

The STOXX Optimised Asia Select Index covers all companies which are based in Hong Kong, Singapore, South Korea and Taiwan, and are listed on a North American stock exchange.

The STOXX Optimised Country and STOXX Asia Select indices follow a similar methodology as the STOXX Optimised Indices. The most defining features of this index family is, that it does not only take into account the average daily trading value (ADTV) for stock selection but also for the derivation of the index constituents' weights. In case of large discrepancies between a listing's market capitalization and its liquidity, the initial weight derived from a constituent's market capitalization will be decreased to ensure tradability of the index.

The STOXX Optimised Country and STOXX Asia Select indices are available in price, net and gross return versions, and are reviewed annually in September. The indices are calculated in euro and U.S. dollar. Single component weights are capped at 10%.

Further information on the STOXX Optimised Indices is available at [www.stoxx.com](http://www.stoxx.com).

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**Note to Editors:**

**About STOXX Limited**

STOXX Ltd. is a global index provider, currently calculating a global, comprehensive index family of over 2,500 strictly rules-based and transparent indices. Best known for the leading European equity indices *EURO STOXX 50*, *STOXX Europe 50* and *STOXX Europe 600*, STOXX Ltd. maintains and calculates the global *STOXX Global 1800 Index* including its sub-indices for the American and Asia/Pacific regions.

The STOXX indices are licensed to over 400 companies around the world as underlyings for Exchange Traded Funds (ETFs), Futures & Options, Structured Products and passively-managed investment funds. Three of the top Exchange Traded Funds (ETFs) in Europe and 30 percent of all assets under management are based on STOXX indices. STOXX Ltd. holds Europe's number one and the world's number three position in the derivatives segment.

In addition, STOXX Ltd. is the marketing agent for the indices of Deutsche Boerse AG and SIX Group AG, amongst them the DAX and the SMI indices.

STOXX Ltd. is owned by Deutsche Boerse AG and SIX Group AG. [www.stoxx.com](http://www.stoxx.com)

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