



**FOR
IMMEDIATE RELEASE**

NEW STRATEGY INDICES LAUNCHED FOR STOXX AND DAX INDEX FAMILIES

ZURICH (September 29, 2010) - STOXX Limited, a global index provider and creator of the leading European equity indices, today announced the launch of the EURO STOXX 50 Monthly Leverage and EURO STOXX 50 Monthly Double Short indices, and the LevDAX x2 (monthly) and ShortDAX x2 (monthly) indices. The new indices replicate leveraged and short investment strategies based on a monthly rebalancing methodology.

The EURO STOXX 50 Monthly Leverage, EURO STOXX 50 Monthly Double Short, LevDAX x2 (monthly) and ShortDAX x2 (monthly) indices are designed to underlie financial products such as exchange-traded funds (ETFs) and structured products.

"The new EURO STOXX 50 Leveraged and Double Short indices and LevDAX and ShortDAX x2 monthly indices enable market participants to track investment strategies based on their bullish and bearish sentiments on European and German equities," said Hartmut Graf, chief executive officer, STOXX Ltd. "The new indices complement the existing daily leverage and short indices on the EURO STOXX 50 and the DAX by allowing investors to bypass daily market fluctuations and take a more long-term approach. Furthermore, product issuers and their customers also benefit from reduced transaction costs, as portfolios would only have to be balanced once a month instead of on a daily basis."

The EURO STOXX 50 Monthly Leverage Index is linked to the monthly performance of the EURO STOXX 50 Net Return Index – measured as of the third Friday of the month - in a leveraged way: A positive performance of the EURO STOXX 50 Index results in twice the positive performance of the EURO STOXX 50 Monthly Leverage Index, and vice versa. The EURO STOXX 50 Monthly Double Short Index replicates a short investment strategy that is inversely linked to the monthly performance

of the EURO STOXX 50 Gross Return Index, also as of the third Friday of the month. A negative performance of the blue-chip index results in a positive change of twice the performance the EURO STOXX 50 Monthly Double Short Index, and vice versa.

The LevDAX x2 (monthly) also rises and falls twice as much as the performance of the DAX index, thus providing an effective and innovative strategy for magnifying participation in market movements. The ShortDAX x2 (monthly) measures double the negative monthly performance of the DAX index. Its performance is positive when the DAX falls. The index is designed for investors who expect negative performance on the DAX index or who are looking for an efficient hedge against falling prices.

The leverage factor is adjusted on a monthly basis to ensure that LevDAX x2 (monthly) always achieves twice the performance of the underlying index based on the closing level on the third Friday of the previous month. It complements the existing range of daily leveraged indices. However, if an investment is made between the monthly adjustment dates the leverage generally deviates from the factor 2.

The new STOXX and DAX strategy indices are calculated in euro. Daily historical index values are available back to December 31, 1991 for the EURO STOXX 50 Monthly Leverage and Short indices and back to December 30, 1987 for the LevDAX x2 (monthly) and ShortDAX x2 (monthly) indices. The cost of borrowing and the benefit of earning interest are also taken into account in the calculation of the new indices.

The EURO STOXX 50 Monthly Leverage and EURO STOXX 50 Monthly Double Short indices are part of the STOXX Strategy Index family. Further information on the new indices is available at www.stoxx.com.

The LevDAX x2 (monthly) and ShortDAX x2 (monthly) indices are part of the DAXplus family. Further information is available at www.dax-indices.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

About Deutsche Börse Indices

Deutsche Börse - Market Data & Analytics calculates and publishes over 3,000 indices which are used as an underlying for a large number of financial instruments worldwide. These include structured products, ETFs, passively managed index funds, index-linked notes, OTC options, swaps, insurance policies and other index-linked financial assets.

Deutsche Börse indices have become popular underlyings in the ETF market, not only in Europe, but also globally. This has led to the indices' significant distribution and use, especially in the U.S. market. Furthermore, Market Data & Analytics distributes and markets independent capital market information, such as stock prices, trading statistics, as well as specialized data for back-office divisions at banks and financial institutes.

Deutsche Börse AG and SIX Group AG are sole shareholders of STOXX Limited, a global index provider best known for the leading European equity indices *EURO STOXX 50*, *STOXX Europe 50* and *STOXX Europe 600*. As of July 1, 2010, STOXX Limited is the marketing agent for the indices of Deutsche Börse AG and SIX Group AG, amongst them the DAX and SMI indices.

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