

Media Release

Zurich, November 30, 2010

SAM and Dow Jones Indexes launch DJSI Nordic Index

- **Pioneers in Sustainability Investing expand regional index offering**
- **Nordic index meets institutional demand for focused regional sustainability benchmark**
- **Strong platform to launch related products**

SAM, the investment boutique focused exclusively on Sustainability Investing, and Dow Jones Indexes, a leading global index provider, today announced the launch of the Dow Jones Sustainability Nordic Index (DJSI Nordic). Out of the largest companies in the Nordic region by free-float market capitalization, the new index tracks the top 30% with regard to sustainability.

Designed to underlie financial products such as exchange-traded funds or mutual funds, the DJSI Nordic provides market participants with a reliable and independent sustainability benchmark for Nordic equities. The DJSI Nordic includes 29 sustainability leaders from Denmark, Finland, Norway, and Sweden. The index is calculated in EUR and USD and it will be rebalanced annually in September.

In keeping with all Dow Jones Sustainability Indexes, the DJSI Nordic components are selected and weighted based on SAM's systematic Corporate Sustainability Assessment, which analyzes company performance in terms of economic, environmental and social criteria. Specifically, the assessment looks at Nordic corporations in terms of general as well as industry-specific criteria such as energy use, corporate governance, climate change strategy, human resources development, stakeholder relations and knowledge management.

Rodrigo Amandi, Managing Director, SAM Indexes: *"Sustainability is a salient topic for Nordic corporations. Their progressive approach towards sustainability issues is reflected in their generally high performance on our annual Corporate Sustainability Assessment. In this respect, investors have requested a segregated benchmark that resonates with Nordic commitment to Sustainability, and we are eager to bring this product to the market."*

Michael A. Petronella, President, Dow Jones Indexes: *"We have seen increasing interest in regional sustainability indexes and with the expansive DJSI family we feel we have a strong platform to meet the Nordic demand for a regionally specific sustainability benchmark."*

Established in 1999, the Dow Jones Sustainability indexes are the longest running benchmarks for Sustainability Investing. Over the past decade, SAM and Dow Jones Indexes have remained committed to providing independent and reliable sustainability benchmarks while continually advancing and expanding in the sustainability arena. The Nordic Index marks another step towards meeting market demand and diversifying the product offering. Overall, more than USD 8 billion in assets under management is currently linked to the DJSI, as well as a broad range of financial products such as mutual funds, separate accounts, notes, and futures and exchange-traded funds.

DJSI Nordic Index Quick Reference:

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|------------------------|---|
| Launch date: | November 30, 2010 |
| Market capitalization: | EUR 245 billion (as of November 19, 2010) |
| Components: | 29 |
| Top holdings: | - Novo Nordisk A/S Series B - Nokia Corp. - L.M. Ericsson Telephone Co. Series B - Hennes & Mauritz AB Series B - Statoil ASA |

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About SAM

SAM is an investment boutique focused exclusively on Sustainability Investing. The firm's offering comprises asset management, indexes and private equity. Its asset management capabilities include a range of single-theme, multi-theme and core sustainability investment strategies catering to institutional asset owners and financial intermediaries in Europe, the United States, Asia-Pacific and the Middle East.

Through its index activities, SAM has partnered with Dow Jones Indexes for the publication and licensing of the globally recognized Dow Jones Sustainability Indexes (DJSI) as well as customized sustainability benchmarks. Furthermore, SAM is the center of expertise for clean tech private equity within Robeco.

Based on its Corporate Sustainability Assessment, SAM has compiled one of the world's largest sustainability databases and analyzes over 2,000 listed companies annually. SAM's proprietary research and sustainability data are fully integrated into its offering.

SAM was founded in 1995, is headquartered in Zurich and employs over 100 professionals. As of June 30, 2010, SAM's total assets amount to USD 13.7 billion.

About Dow Jones Indexes

Dow Jones Indexes is a leading full-service index provider that develops, maintains and licenses indexes for use as benchmarks and as the basis of investment products. Best-known for the Dow Jones Industrial Average, Dow Jones Indexes offers more than 130,000 equity indexes as well as fixed-income and alternative indexes, including measures of hedge funds, commodities and real estate. Dow Jones Indexes employs clear, unbiased and systematic methodologies that are fully integrated within index families. Dow Jones Indexes is a joint venture company which is owned 90 percent by CME Group Inc. and 10 percent by Dow Jones & Company, Inc., a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV).

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