



FOR
IMMEDIATE RELEASE

**DOW JONES SUSTAINABILITY WORLD INDEX LICENSED FOR
U.S.-BASED MUTUAL FUND FOR THE FIRST TIME**

The Dreyfus Corporation to use index to select stocks for its first-ever global sustainability fund

NEW YORK (December 18, 2008)— Dow Jones Indexes, a leading global index provider, and SAM, the sustainability investment specialist, today announced that the Dow Jones Sustainability World Index has been licensed to The Dreyfus Corporation to serve as the stock selection pool for the firm's first-ever global sustainability-themed mutual fund.

This is the first time that the Dow Jones Sustainability World Index, which tracks the performance of the world's top sustainability leaders, will serve as the selection basis for a mutual fund available in the U.S.

"Since their launch in 1999, the Dow Jones Sustainability Indexes have gained recognition and acceptance by the global investment community as the established benchmarks of companies that are leaders in long-term economic, environmental and social sustainability practices. Along with SAM, as the first index providers to create global sustainability indexes, we've observed growing interest among market participants in ways to incorporate sustainability principles in their investment strategies and portfolios. Dreyfus' new mutual fund will give U.S. investors the opportunity to gain exposure to this important investment approach," said Michael A. Petronella, president, Dow Jones Indexes.

"The Dreyfus Global Sustainability Fund will be the first mutual fund offered in the United States that uses the Dow Jones Sustainability World Index as its investable universe," said Phil Maisano, vice chair and chief investment officer for Dreyfus and chief investment strategist for BNY Mellon Asset Management. "Dreyfus and The Bank of

New York Mellon are pleased to continue our history of innovation through the development of this fund. We are committed to environmental sustainability.”

Launched in 1999, the Dow Jones Sustainability World Index measures the performance of global sustainability leaders. Since then the Dow Jones Sustainability Indexes (DJSI) have expanded to include European, euro zone, North American and U.S. benchmarks. The indexes are published cooperatively by Dow Jones Indexes, STOXX Limited, the leading European index provider and a joint venture of Dow Jones & Company, Deutsche Boerse and SWX Swiss Exchange AG, and SAM (Sustainable Asset Management). The DJSI serve as objective and appropriate benchmarks to measure sustainability portfolios. The indexes also are suitable to underlie financial products.

Index components are selected based on the comprehensive SAM assessment process that identifies the leading companies from each of 57 sectors based on long-term economic, environmental and social criteria. This annual assessment measures general as well as industry-specific sustainability criteria. A growing number of listed companies have defined inclusion in the DJSI as a corporate goal.

There are currently more than 70 licenses globally with more than US\$7 billion tied to the Dow Jones Sustainability Indexes. The DJSI licensees have created a variety of index-based financial products, including active and passive funds, structured products, warrants and futures contracts.

For more information on the Dow Jones Sustainability Indexes, please visit www.sustainability-indexes.com.

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Journalists may e-mail questions regarding this press release to PR-Indexes@dowjones.com or call one of the Dow Jones Indexes/STOXX press offices:

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Note to Editors:**About Dow Jones Indexes**

A full-service index provider, Dow Jones Indexes 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 also is co-owner of the Dow Jones STOXX indexes, the world's leading pan-European indexes, and together with Wilshire Associates, provides the Dow Jones Wilshire Global Index family, which is anchored by the Dow Jones Wilshire 5000 and covers more than 12,000 securities in 63 markets. Beyond equity indexes, Dow Jones Indexes maintains a number of alternative indexes, including measures of the hedge fund and commodity markets. Dow Jones indexes are maintained according to clear, unbiased and systematic methodologies that are fully integrated within index families. www.djindexes.com

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About SAM

SAM was established in Zurich in 1995 as the first investment group focused exclusively on the integration of economic, environmental and social criteria into investing. The company's services comprise asset management and indexing. In 1999, SAM teamed up with Dow Jones Indexes to launch the Dow Jones Sustainability Indexes (DJSI) – the first benchmarks tracking the performance of sustainability leaders on a global scale. Two years later, European index provider STOXX Limited joined this cooperation to expand the DJSI family with European and Eurozone sustainability benchmarks. SAM evaluates and analyzes companies on the basis of industry-specific sustainability criteria considering economic, environmental and social dimensions. The company's know-how is based on its proprietary, independent research approach and an active, international sustainability network. SAM is headquartered in Zurich (Switzerland) and is present in Europe, Australia, the USA and Canada. The company employs 100 individuals.