

Zurich, August 11, 2008

## **SELIGSON & CO FUND MANAGEMENT LICENSES DOW JONES SUSTAINABILITY INDEXES**

**ZURICH (August 11, 2008)** — SAM Group today announced that Finnish asset manager Seligson & Co Fund Management has signed two license agreements to track the Dow Jones Sustainability Indexes (DJSI). On 1 July 2008, Seligson & Co Fund Management changed benchmarks for two of their existing passive funds to the Dow Jones STOXX Sustainability Index (DJSI STOXX) and the Dow Jones Sustainability North America Index (DJSI North America). Seligson & Co Fund Management is the first licensee of the DJSI North America.

"Seeing an asset manager switch two existing mainstream funds to sustainability is yet another case in point for the strong momentum in sustainability investing. The integration of long-term economic, environmental and social criteria has moved out of its niche and is increasingly applied across financial markets worldwide. We are delighted that Seligson & Co. has decided to use the DJSI for their inroad into this growing segment and that they have become the first licensee for our North American benchmark," says **Alexander Barkawi, managing director, SAM Indexes.**

"We think that combining transparent sustainability criteria and passive fund management will create an excellent basis for many investors' core portfolios. Now, our UCITS compliant Finland-domiciled funds offer reliable low cost exposure to Europe's and North America's sustainability leaders. With additional sustainability index funds in the pipeline, we are convinced that the DJSI benchmarks offer the best platform for us," says **Ari Kaaro, managing director, Seligson & Co Fund Management.**

"The Dow Jones Sustainability Indexes provide investors with liquid and tradable tools to track sustainability leaders worldwide," said **Michael A. Petronella, president, Dow Jones Indexes.** "While we already see great interest in the Dow Jones Sustainability Indexes, we believe that the demand to invest in companies that value sustainability will continue to grow. These new licenses in Finland as well as the recent licensing of the Dow Jones Sustainability Indexes as the basis of a futures contract support our belief."

Introduced in 1999, the Dow Jones Sustainability Indexes are the longest-running benchmarks that track the performance of sustainability leaders on a global scale. Based on the comprehensive SAM assessment of general as well as industry-specific sustainability criteria they reflect the growing interest among investors in long-term economic, environmental and social trends. Today, the DJSI family is used by asset managers for over US\$6bn in managed investments.

Media release



---

**For further information, please contact:**

SAM Indexes

Alexander Barkawi

Managing Director

Telephone: +41 44 395 2828

E-mail: [alex.barkawi@sam-group.com](mailto:alex.barkawi@sam-group.com)