



Media release

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SAM AND DOW JONES INDEXES LAUNCH GLOBAL AND NORTH AMERICAN BLUE-CHIP SUSTAINABILITY INDEXES

ZURICH (August 26, 2008) — SAM, the sustainability investment specialist, and Dow Jones Indexes, a leading global index provider, today added the following four additional blue-chip indexes to their well-established family of Dow Jones Sustainability Indexes (DJSI):

- ▶ Dow Jones Sustainability World 80 Index (DJSI World 80)
- ▶ Dow Jones Sustainability World ex US 80 Index (DJSI World ex US 80)
- ▶ Dow Jones Sustainability North America 40 Index (DJSI North America 40)
- ▶ Dow Jones Sustainability United States 40 Index (DJSI United States 40)

The new indexes provide market participants with highly liquid and tradable tools to track sustainability leaders in the U.S., North America and globally. The DJSI World 80 comprises the largest sustainability leaders by free-float market capitalization in the Dow Jones Sustainability World Index, which was launched in 1999. The DJSI World ex US 80 offers a solid sustainability benchmark for an ex US allocation. Meanwhile, market participants focused on North American or US sustainability leaders can choose the DJSI North America 40 or DJSI United States 40, which comprise the largest 40 sustainability leaders in North America respectively the US.

The new indexes are weighted according to sustainability scores as determined by SAM and thus offer an alternative to the market cap weightings that dominate today's index offering. The methodology for the new indexes applies the same approach as the Dow Jones STOXX Sustainability 40 Index and Dow Jones EURO STOXX Sustainability 40 Index which were introduced as the first SAM score-based weighted benchmarks in 2006. The sustainability scores are derived from a comprehensive annual assessment of general as well as industry-specific criteria covering issues such as corporate governance, risk management, emissions, water and energy consumption, human capital development and stakeholder relations.

"Having launched our first blue chip sustainability indexes in 2006, we have seen growing investor interest over the last two years in similar benchmarks for other regions. The concept of a double sustainability impact through both the selection as well as the weighting of index components has been well received and we are delighted to leverage this approach with

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Media release

another four blue chip benchmarks moving forward.” said **Alexander Barkawi, Managing Director, SAM Indexes.**

“Over recent years, we have seen increasing interest in the Dow Jones and Dow Jones STOXX Sustainability indexes and are convinced that the demand for transparent indexes that measure sustainable companies will grow further in the future,” added **John A. Prestbo, Editor and Executive Director, Dow Jones Indexes.** “The now six blue-chip indexes in the family measure the stock performance of leading sustainable blue-chip companies worldwide.”

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.

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