

Dow Jones U.S. Financial Services IndexSM

Fact Sheet

Stated Objective

To measure the stock performance of U.S. companies in the Financial Services and Banks sectors.

Key Features

- The index represents the Financial Services and Banks Supersectors as defined by the Industry Classification Benchmark (ICB).
- The index includes the largest 95% of securities within the sectors based on float-adjusted market capitalization.

Descriptive Statistics

Currency	Component Number	Market Capitalization (Billions)						Component Weight (%)	
		Full	Float-Adjusted	Mean	Median	Largest	Smallest	Largest	Smallest
USD	118	1,364.6	1,236.2	10.5	2.0	165.1	0.4	13.35	0.03

Data calculated as of February 26, 2010.

Mean, median, largest component and smallest component values are based on float-adjusted market capitalization.

Performance

Currency	Total Return (%)				Annualized Total Return (%)				
	1-Month	3-Month	YTD	2009	1-Year	3-Year	5-Year	10-Year	Since Inception*
USD	2.67	-0.18	1.57	16.57	88.17	-23.16	-10.52	-0.28	8.30

Data calculated as of February 26, 2010.

The Dow Jones U.S. Financial Services IndexSM was first published in May 2000. To the extent this document includes information for the index for the period prior to its initial publication date, such information is back-tested (i.e., calculations of how the index might have performed during that time period if the index had existed). And the comparisons, assertions and conclusions regarding the performance of the index during such time period are based on back-testing. Back-tested information is purely hypothetical and is provided in this document solely for informational purposes. Back-tested performance does not represent actual performance, and should not be interpreted as an indication of actual performance. Past performance is not indicative of future results.

*Inception date: December 31, 1991.

Fundamentals

P/E (Including Negative)		P/E (Excluding Negative)		P/B	Dividend Yield	P/Sales	P/Cash Flow
Trailing	Projected	Trailing	Projected				
27.76	13.56	18.00	13.56	1.39	0.90	1.46	4.55

Data calculated in USD as of February 26, 2010.

Symbols

Price Return

	USD
Suggested Symbol	DJUSFV
Bloomberg	DJUSFV
Bridge	US&SFV
Comstock	DJUSFV
Reuters	.DJUSFV
Thomson	.DJUFS
Thomson GlobalTopic	DJUFS.CT
Telekurs	DJUSFV

Top Components

Company	Country	ISIN/Ticker	Industry	Supersector	Float Factor	Adjusted Weight (%)
JPMorgan Chase & Co.	U.S.	JPM	Financials	Banks	1.00	13.35%
Bank of America Corp.	U.S.	BAC	Financials	Banks	1.00	11.66%
Wells Fargo & Co.	U.S.	WFC	Financials	Banks	0.95	10.84%
Citigroup Inc.	U.S.	C	Financials	Banks	0.73	5.66%
Goldman Sachs Group Inc.	U.S.	GS	Financials	Financial Services	0.84	5.45%
U.S. Bancorp	U.S.	USB	Financials	Banks	1.00	3.81%
American Express Co.	U.S.	AXP	Financials	Financial Services	0.89	3.25%
VISA Inc. Cl A	U.S.	V	Financials	Financial Services	1.00	3.17%
Morgan Stanley	U.S.	MS	Financials	Financial Services	0.91	2.83%
Bank of New York Mellon Corp.	U.S.	BK	Financials	Financial Services	1.00	2.76%

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Quick Facts

Component Number	Variable
Weighting	Float-adjusted market capitalization subject to caps on the weights of the largest securities
Review Frequency	Quarterly in March, June, September and December
Base Value/Base Date	100 as of December 31, 1991
Calculation Frequency	Every 3 minutes during U.S. trading hours
History Availability	Available daily back to December 31, 1991
Date of Introduction	May 2000

For more information on the Dow Jones U.S. Financial Services IndexSM,
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Learn more at www.djindexes.com.

All information as of February 26, 2010

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To the extent information for this Index for the period prior to its initial publication date is made available, any such information will be back-tested (i.e., calculations of how the index might have performed during that time period if the index had existed). Any comparisons, assertions and conclusions regarding the performance of the Index during the time period prior to launch will be based on back-testing. Back-tested information is purely hypothetical and is provided solely for informational purposes. Back-tested performance does not represent actual performance and should not be interpreted as an indication of actual performance. Past performance is also not indicative of future results.