

Dow Jones U.S. Select Dividend IndexSM

Fact Sheet

Stated Objective

To represent the country's leading stocks by dividend yield.

Key Features

- One hundred stocks are selected to the index by dividend yield, subject to screens for dividend-per-share growth rate, dividend payout ratio and average daily dollar trading volume.
- Components are weighted by indicated annual dividend.

Descriptive Statistics

Dividend Yield (%)				Component Weight (%)	
Mean	Median	Largest	Smallest	Largest	Smallest
4.03	3.96	8.17	1.84	2.76	0.20

Data calculated as of February 26, 2010.

Performance

Currency	Total Return (%)				Annualized Total Return (%)				
	1-Month	3-Month	YTD	2009	1-Year	3-Year	5-Year	10-Year	Since Inception*
USD	3.32	3.96	0.43	11.13	56.49	-10.20	-1.86	8.17	10.89

Data calculated as of February 26, 2010.

The Dow Jones U.S. Select Dividend IndexSM was first published on November 3, 2003. 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				
14.53	12.74	14.26	12.74	1.91	4.23	0.95	7.66

Data calculated in USD as of February 26, 2010.

Symbols

	Total Return USD	Price Return USD
Suggested Symbol	DJDVY	DJDVP
ISIN	US2609261001	US2609271083
Bloomberg	DJDVY	DJDVP
Bridge	US&DVY	US&DVP
Comstock	DJDVY	DJDVP
Reuters	.DJDVY	.DJDVP
Thomson	.DIDVY	.DADVP
Thomson GlobalTopic	N/A	N/A
Telekurs	DJDVY	DJDVP

Sector Allocation

Utilities	27.34%
Consumer Goods	18.65%
Industrials	15.48%
Financials	14.81%
Basic Materials	6.93%
Consumer Services	4.85%
Health Care	3.90%
Oil & Gas	3.87%
Telecommunications	3.08%
Technology	1.09%

Data calculated in USD as of February 26, 2010.

Sectors based on the ten industries defined by the Industry Classification Benchmark (ICB). For more information, see www.icbenchmark.com.

Top Components

Company	Country	ISIN/Ticker	Industry	Supersector	Adjusted Weight (%)
Lorillard Inc.	U.S.	LO	Consumer Goods	Personal & Household Goods	2.76
Energy Corp.	U.S.	ETR	Utilities	Utilities	2.09
CenturyTel Inc.	U.S.	CTL	Telecommunications	Telecommunications	1.98
VF Corp.	U.S.	VFC	Consumer Goods	Personal & Household Goods	1.93
Mercury General Corp.	U.S.	MCY	Financials	Insurance	1.93
Zenith National Insurance Corp.	U.S.	ZNT	Financials	Insurance	1.92
Chevron Corp.	U.S.	CVX	Oil & Gas	Oil & Gas	1.90
McDonald's Corp.	U.S.	MCD	Consumer Services	Travel & Leisure	1.72
Kimberly-Clark Corp.	U.S.	KMB	Consumer Goods	Personal & Household Goods	1.69
PPG Industries Inc.	U.S.	PPG	Basic Materials	Chemicals	1.68

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Quick Facts

Component Number	100
Weighting	Indicated annual dividend individual securities capped at 10%
Review Frequency	Annually, in December
Base Value/Base Date	100 as of December 31, 1991
Calculation Frequency	Every 15 seconds during U.S. stock exchange trading hours
History Availability	Available daily back to December 31, 1991
Date of Introduction	November 3, 2003

For more information on the Dow Jones U.S. Select Dividend 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.