

Stated Objective

To represent the 10 stocks in the Dow Jones Industrial AverageSM with the highest dividend yield.

Key Features

- Stocks are selected from the 30 stocks in the Dow Jones Industrial AverageSM.
- The index is equal-dollar weighted.

Descriptive Statistics

Market Capitalization (Billions)

Currency	Component Number	Full	Float-Adjusted	Mean	Median	Largest	Smallest
USD	10	876.5	866.2	86.6	75.8	147.4	28.6

Data calculated as of February 26, 2010.

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

Performance

Total Return (%)

Annualized Total Return (%)

Currency	1-Month	3-Month	YTD	2009	1-Year	3-Year	5-Year	10-Year
USD	1.63	3.36	0.63	17.86	71.21	-9.88	-1.45	2.29

Data calculated as of February 26, 2010.

Fundamentals

P/E (Including Negative)

P/E (Excluding Negative)

P/E (Including Negative)		P/E (Excluding Negative)		P/B	Dividend Yield	P/Sales	P/Cash Flow
Trailing	Projected	Trailing	Projected				
14.24	11.97	14.24	11.97	2.48	4.25	1.14	7.25

Data calculated in USD as of February 26, 2010.

Symbols

	Total Return USD	Price Return USD
Suggested Symbol	DOW10T	DOW10
ISIN	XC0005300170	XC0005300162
Bloomberg	DOW10T	DOW10
Bridge	US&TRT	US&PRT
Comstock	DOW10T	DOW10
Reuters	.DOW10T	.DOW10
Thomson	.DJTRB	.DJPRB
Thomson GlobalTopic	DJTRB.CT	DJPRB.CT
Telekurs	DOW10T	DOW10

Top Components

Company	Country	ISIN/Ticker	Industry	Supersector	Weight (%)
Chevron Corp.	U.S.	CVX	Oil & Gas	Oil & Gas	18.04%
McDonald's Corp.	U.S.	MCD	Consumer Services	Travel & Leisure	15.93%
Boeing Co.	U.S.	BA	Industrials	Industrial Goods & Services	15.76%
Merck & Co. Inc.	U.S.	MRK	Health Care	Health Care	9.20%
E.I. DuPont de Nemours & Co.	U.S.	DD	Basic Materials	Chemicals	8.41%
Home Depot Inc.	U.S.	HD	Consumer Services	Retail	7.78%
Verizon Communications Inc.	U.S.	VZ	Telecommunications	Telecommunications	7.22%
Kraft Foods Inc. Cl A	U.S.	KFT	Consumer Goods	Food & Beverage	7.09%
AT&T Inc.	U.S.	T	Telecommunications	Telecommunications	6.19%
Pfizer Inc.	U.S.	PFE	Health Care	Health Care	4.38%

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Quick Facts

Component Number	10
Weighting	Equal Dollar
Review Frequency	Annually in December
Base Value/Base Date	189.60 as of December 31, 1986
Calculation Frequency	End of day
History Availability	Available back to December 31, 1986
Date of Introduction	December 2001

For more information on the The Dow 10SM,
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Learn more at www.djindexes.com.

All information as of February 26, 2010

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