

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.
- The Dow 10SM was first calculated on December 17, 2001.

Descriptive Statistics

Market Capitalization (Billions)

Currency	Component Number	Full	Float-Adjusted	Mean	Median	Largest	Smallest
USD	10	1,363.9	1,359.0	135.9	149.5	197.5	47.5

Data calculated as of January 31, 2012.

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

Performance

Total Return (%)

Annualized Total Return (%)

Currency	Total Return (%)				Annualized Total Return (%)			
	1-Month	3-Month	YTD	2011	1-Year	3-Year	5-Year	10-Year
USD	1.71	7.97	1.71	14.95	17.21	26.65	0.06	4.76

Data calculated as of January 31, 2012.

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				
19.73	12.41	19.73	12.41	2.51	3.83	1.78	9.45

Data calculated in USD as of January 31, 2012.

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 (%)
Johnson & Johnson	U.S.	JNJ	Health Care	Health Care	16.90%
Procter & Gamble Co.	U.S.	PG	Consumer Goods	Personal & Household Goods	16.16%
E.I. DuPont de Nemours & Co.	U.S.	DD	Basic Materials	Chemicals	13.05%
Kraft Foods Inc. CI A	U.S.	KFT	Consumer Goods	Food & Beverage	9.82%
Merck & Co. Inc.	U.S.	MRK	Health Care	Health Care	9.81%
Verizon Communications Inc.	U.S.	VZ	Telecommunications	Telecommunications	9.66%
AT&T Inc.	U.S.	T	Telecommunications	Telecommunications	7.54%
Intel Corp.	U.S.	INTC	Technology	Technology	6.77%
Pfizer Inc.	U.S.	PFE	Health Care	Health Care	5.49%
General Electric Co.	U.S.	GE	Industrials	Industrial Goods & Services	4.80%

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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
Dividend Treatment	Price return and total return versions are available. The total return version of the index is calculated with gross dividends reinvested.
Estimated Back-Tested History Availability	Available back to December 31, 1986
Date of Introduction	December 17, 2001

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

All information as of January 31, 2012

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