News Release Archive

S&P Dow Jones Indices to Calculate Two New Custom Indices for RIA W.E. Donoghue

NEW YORK, Oct. 21, 2015 /PRNewswire/ -- W.E. Donoghue & Co., Inc. (WEDCO), an independent wealth advisor, has selected **S&P Dow Jones Indices** (S&P DJI) to be the custom calculation agent for two new custom hybrid indices -**W.E. Donoghue's Power Dividend Developed International Index** and **W.E. Donoghue's Power Dividend Mid-Cap Index**. Custom hybrid indices are client-owned, white label custom indices that use an S&P Dow Jones Indices index to screen for constituents and/or as an actual constituent of their index.

According to W.E. Donoghue,

- The Power Dividend Developed International Index is a rules based index that measures high yielding dividend paying stocks in the developed international markets when in a bullish position. The index utilizes mechanical trend following techniques to de-risk from broad international stock market declines by tactically shifting to short-term treasuries when in a bearish position.
- The Power Dividend Mid-Cap Index is a rules based index that calculates high yielding dividend paying stocks in the mid-cap asset class when in a bullish position. The index utilizes mechanical trend following techniques to de-risk from broad mid-cap stock market declines by tactically shifting to short-term treasuries when in a bearish position.

"We have seen a growing trend among Registered Investment Advisors (RIA) to develop and maintain customized, transparent benchmarks that cater to their investment strategies," says **Michael Mell, Director of Custom Indices at S&P Dow Jones Indices**. "We are pleased that WEDCO has selected S&P DJI as the calculation agent for their two new indices and are committed to leverage our custom capabilities to advance innovation within the RIA community."

"In a world of historically low interest rates, investors are seeking solutions to capture income and or a total return with a means of de-risking," comments **Jeffrey R. Thompson, President, W.E. Donoghue & Co., Inc.** "In order to address this demand WEDCO is expanding its Power Dividend Index suite in the tactical dividend and yield space."

S&P Dow Jones Indices is an acknowledged global leader in the calculation of custom indices, providing unparalleled services in the design, construction, management and distribution of custom indices. Drawing on our knowledge and a global database of over 22,000 individual stocks, S&P Dow Jones Indices custom indices provides an independent and flexible service enabling clients to purposefully design a custom index to meet their specific requirements across equity, commodity, and fixed income asset classes.

For more information about the indices, please visit:http://bit.ly/1Pe2gib

For more information about S&P Dow Jones Indices, please visit:www.spdji.com

About S&P Dow Jones Indices

S&P Dow Jones Indices LLC, a part of McGraw Hill Financial, is the world's largest, global resource for index-based concepts, data and research. Home to iconic financial market indicators, such as the S&P 500® and the Dow Jones Industrial Average®, S&P Dow Jones Indices LLC has over 115 years of experience constructing innovative and transparent solutions that fulfill the needs of investors. More assets are invested in products based upon our indices than any other provider in the world. With over 1,000,000 indices covering a wide range of asset classes across the globe, S&P Dow Jones Indices LLC defines the way investors measure and trade the markets. To learn more about our company, please visit www.spdji.com.

The Global Industry Classification Standard (GICS®) was developed by and is the exclusive property and a trademark of Standard & Poor's Financial Services LLC., a subsidiary of McGraw Hill Financial, Inc., and MSCI Inc.

SOURCE S&P Dow Jones Indices
