



Exchange Traded Concepts Delivers Sustainable North American Oil Sands ETF to Market

Oklahoma City — June 12, 2012 — The [Sustainable North American Oil Sands ETF](#) (NYSE: SNDS) begins trading today, becoming the third exchange-traded fund brought to market by [Exchange Traded Concepts](#), LLC (ETC) this year.

“Sustainable Wealth Management has led the development of rules-based investment strategies for the Canadian energy sector. Our ability to bring this idea to market efficiently demonstrates the flexibility of our platform and the strength of our established relationships with great partners like SWM and SEI,” says J. Garrett Stevens, CEO of Exchange Traded Concepts. “Derek Gates shows great foresight to target a market segment that will benefit from growing demand and infrastructure investment over the coming decade.”

“Our firm has spent more than a decade building leadership in oil sands investing and index creation. We believe this index and ETF is a great extension of what we have already created and feel it is well-positioned for the future,” says Derek Gates, CFA, president of Sustainable Wealth Management.

SNDS tracks the [Sustainable North American Oil Sands Index](#), an equal-weighted rules-based index designed to measure the performance of companies with North American oil sands operations including exploration, production, refinement, marketing, storage, transportation, equipment, service and elsewhere.

Exchange Traded Concepts, LLC serves as investment adviser to SNDS with Index Management Solutions, LLC serving as sub-adviser.

For more information, please visit www.ExchangeTradedConcepts.com.

About Exchange Traded Concepts

ETC is carving out a niche as a portal to launch new, custom exchange-traded funds efficiently and cost-effectively through a complete turnkey solution. ETC is a private-label ETF advisor with passive exemptive relief from the SEC to launch both domestic and international equity exchange traded funds or ETFs under the Investment Company Act of 1940.

Investment managers, independent advisors, foreign managers and others seeking to launch an ETF for their strategy have the opportunity to build awareness and recognition for their brand as a private label ETF and, for a relatively low initial investment, launch an ETF in approximately one-third of the time it would take to launch an ETF from scratch.

ETC’s ETF-in-a-Box™ Solution is a turnkey platform that provides time-sensitive and cost-effective methods to bring an exchange-traded fund to market. Seasoned ETF professionals have the operational and regulatory experience plus the industry contacts needed to navigate the complexities of launching and managing an ETF.

ETC has developed strategic relationships with other ETF service providers to assist ETC's sub-advisors in navigating the exchange-traded fund launch process with the guidance necessary to maintain regulatory compliance.

ETC can assist your firm to successfully launch an ETF strategy. For more information, please go to www.ExchangeTradedConcepts.com.

About Sustainable Wealth Management Ltd.

Sustainable Wealth Management Ltd. is an index provider dedicated to developing indexes for ETF providers and institutional investors. Indexes are based on equal weighted or industry specific fundamental factors. The firm specializes in the North American energy sector with a strong focus on Canada's oil sands.

For more information, please visit www.swmindex.com.