

Exchange Traded Concepts Delivers Yorkville High Income MLP ETF to Market
Brings Yorkville's concept from SEC filing to trading in less than three months

Oklahoma City, OK — March 13, 2012 — Exchange Traded Concepts, LLC (“ETC”) announces the Yorkville High Income MLP ETF (Ticker Symbol: YMLP) has become the first exchange-traded fund to begin trading through the firm’s private-label ETF platform.

Yorkville ETF Advisors, LLC (“Yorkville), the investment sub-adviser to YMLP, became one of the earliest sponsors to file for ETF registration utilizing ETC’s ETF-in-a-Box™ turnkey solution. The initial SEC filing took place in mid-December and was subsequently brought to market in less than three months.

“We believe Darren Schuringa and his team at Yorkville have a strong understanding of where the fund industry will head and I am thrilled to work so closely with them,” says J. Garrett Stevens, CEO of Exchange Traded Concepts, LLC.

“We knew speed to market would be critical for our ETFs and desired a faster, cost-effective platform to launch and market them,” says Schuringa, co-founder of Yorkville ETF Holdings and portfolio manager at Yorkville “Exchange Traded Concepts delivered on its promise of expediency and the necessary ETF back office operations to launch an ETF. This has enabled us to focus on managing and marketing the ETF.”

YMLP, designed to include exposure to commodity MLPs, tracks the Solactive High Income MLP Index. This rules-based index qualifies constituents across the entire MLP asset class based on current yield, coverage ratio and distribution growth criteria.

Exchange Traded Concepts, LLC serves as investment adviser to YMLP, with Yorkville ETF Advisors, LLC and Index Management Solutions, LLC serving as sub-advisers.

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 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 Yorkville ETF Advisors, LLC

Yorkville ETF Advisors, LLC is an asset management firm and a subsidiary of Yorkville ETF Holdings, LLC.

The firm employs a rules-based investment philosophy with the intention of creating ETFs to track new investable indexes oriented towards income production. The principals at Yorkville ETF Advisors use their proven investment management and research to offer innovative investment strategies.

The team at Yorkville ETF Advisors consists of leading industry professionals who have extensive experience in areas such as investment management, index derivatives and distribution. This experience gives the firm the necessary resources to develop income-generating ETFs and provide leadership to support the initiatives of the firm and its sister companies within Yorkville ETF Holdings.

Carefully consider the Funds' investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' prospectus, which may be obtained by calling 855-YESYETF. Read the prospectus carefully before investing.

Risk disclosure:

Investing involves risk, including the possible loss of principal.

Narrowly focused investments typically exhibit higher volatility. The energy industry is highly volatile due to significant fluctuation in the prices of energy commodities, as well as political and regulatory developments. Rising interest rates could adversely impact the performance and/or the present value of cash flow of MLPs operating in the energy sector. The abilities of MLPs operating in the energy sector to grow and increase cash distributions can be highly dependent on their ability to make acquisitions that generate increasing cash flows.

Investments in common units of MLPs involve risks that differ from investments in common stock including risks inherent in the structure of MLPs, including (i) tax risks, (ii) risk related to limited control of management or the general partner or managing member, (iii) limited rights to vote on matters affecting the MLP, except with respect to extraordinary transactions, and (iv) conflicts of interest between the general partner or

managing member and its affiliates and the limited partners or members, including those arising from incentive distribution payments or corporate opportunities, and cash flow risks. General partners typically have limited fiduciary duties to an MLP, which could allow a general partner to favor its interests over the MLP's interests. MLP common units can be affected by macro-economic and other factors affecting the stock market in general, expectations of interest rates, investor sentiment towards MLPs or the energy sector, changes in a particular issuer's financial condition, or unfavorable or unanticipated poor performance of a particular issuer (in the case of MLPs, generally measured in terms of distributable cash flow). Prices of common units of individual MLPs and other equity securities also can be affected by fundamentals unique to the partnership or company, including cash flow growth, cash generating power and distribution coverage. See the prospectus for more detail.

The fund invests in royalty trusts, which are dependent upon the product and sales of natural resources; as the resources deplete, production and cash flows steadily decline, which may decrease distribution rates to the fund.

The fund is treated as a regular corporation for federal income tax, which differs from most investment companies. Unlike traditional ETFs, the Fund is subject to U.S. federal income tax as well as state and local income taxes. Further, the amount of taxes currently paid by the Fund will vary depending on the amount of income, and gains derived from investments and/or sales of MLP interests and such taxes will reduce your return. A portion of the Fund's distributions is expected to be treated as a return of capital for tax purposes. To the extent distributions represent a return of capital; an investor's cost basis will be reduced at the time of sale potentially increasing taxes owed.

The Fund may defer income taxes for many years on gains attributable to its underlying MLP holdings and the deferred tax liability used to calculate the Fund's NAV could vary dramatically from the Fund's actual tax liability. Upon sale of an MLP security, the Fund may be liable for previously deferred taxes and, as a result, the determination of the Fund's actual tax liability may substantially increase expenses and lower the Fund's NAV.

Unlike most ETFs, the Fund expects to effect share redemptions principally for cash, rather than in-kind, which may make the Fund less tax-efficient than an investment in a conventional ETF. Furthermore, the Fund may need to sell portfolio securities in order to raise cash for redemptions. These factors may increase transaction costs and result in the Fund having wider bid and offering spreads than conventional ETFs.

Exchange Traded Concepts, LLC serves as the advisor to the Yorkville Fund. The Funds are distributed by SEI Investments Distribution Co., which is not affiliated with Exchange Traded Concepts, LLC or any of its affiliates.