



Exchange Traded Concepts

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Exchange Traded Concepts Delivers Second Yorkville MLP ETF to Market *New Fund Focuses on Infrastructure MLPs*

Oklahoma City, OK — February 12, 2013 — Exchange Traded Concepts, LLC (“ETC”) announces that the Yorkville High Income Infrastructure MLP ETF (NYSE: YMLI) has become the fifth exchange-traded fund to begin trading through the firm’s private-label ETF platform in less than 12 months.

Yorkville ETF Advisors, LLC (“Yorkville”), the investment sub-adviser to YMLI, became one of the earliest sponsors to file for ETF registration utilizing ETC’s ETF-in-a-Box™ turnkey solution. Their first fund, YMLP, was one of the top asset-gathering funds in the United States in 2012. Launched in March of 2012, YMLP currently has garnered \$135 million in new assets.

“The success we’ve had with the first Yorkville fund has proven that the ETC platform can quickly and efficiently bring products to market to meet demand from investors,” says J. Garrett Stevens, CEO of Exchange Traded Concepts, LLC. “We have enjoyed working with the team at Yorkville and are excited to help them bring this new fund to market.”

“With our first fund launch, ETC proved they would do exactly what they promised,” says Darren Schuringa, co-founder of Yorkville ETF Advisors and portfolio manager at Yorkville. “ETC’s expertise in the ETF world has been proven over the last 11 months and we have complete confidence that this new fund will operate as smoothly as our first.”

YMLI seeks to track, before fees and expenses, the Solactive High Income Infrastructure MLP Index. The equal weight index is a rules-based benchmark designed to provide investors a means of tracking the performance of selected infrastructure Master Limited Partnerships (“MLPs”) publically traded in the United States. Index constituents are determined by three criteria: Current Yield, Coverage Ratio and Distribution Growth.

Exchange Traded Concepts, LLC serves as investment adviser to YMLI, 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 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 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.

Investing involves risk, including the possible loss of principal. Narrowly focused investments typically exhibit higher volatility. Investments in common units of MLPs involve risks that differ from investments in common stock including risks inherent in the structure of MLPs, including tax risks, risk related to limited control of management or the general partner or managing member, limited rights to vote on matters affecting the MLP, except with respect to extraordinary transactions, and conflicts of interest between the general partner or managing member and its affiliates, on the one hand, and the limited partners or members, on the other hand, including those arising from incentive distribution payments or corporate opportunities, and cash flow risks. See the prospectus for more detail. 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. The Fund is non-diversified.

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.