



# **Exchange Traded Concepts Partners with Horizons Exchange Traded Funds on Covered Call ETF Series**

Established Canadian ETF Provider Opts for U.S. Debut with Exchange Traded Concepts

Oklahoma City, OK – April 23, 2012 - Exchange Traded Concepts, LLC (ETC), in conjunction with Horizons Exchange Traded Funds Inc. (Horizons ETFs), has filed a registration statement with the Securities and Exchange Commission to issue three covered call exchange traded funds (ETFs) in the United States.

This new series of Horizons' ETFs represents the latest endeavor by ETC to help a third-party investment manager bring ETFs to market quickly and cost-effectively. The Horizons ETFs group has been an active sponsor of ETFs in Canada, with more than 80 ETFs listed on the Toronto Stock Exchange and CAD\$3.3 billion in assets under management. ETC, a U.S. private-label ETF advisor, will serve as manager and investment adviser to the ETFs. Mirae Asset Global Investments (USA) LLC, the sub-adviser to the ETFs, and Horizons ETFs are both subsidiaries of Mirae Asset Global Investments Co., Ltd.

"We are excited to work with Horizons ETFs, given their successful track record in Canada and deep understanding of the ETF industry," says J. Garrett Stevens, CEO of ETC. "This relationship will reinforce the value of leveraging our operational expertise to introduce new concepts to the ETF marketplace with a minimal initial time and capital investment. We expect more investment managers outside the United States to leverage our platform similarly to bring ETF product to our domestic markets."

The Horizons' covered call ETFs are based on indices developed with Standard and Poor's, that seek to increase yield and mitigate downside risk by using covered calls on the individual constituent securities in the indices. The series includes:

- Horizons S&P 500 Covered Call ETF
- Horizons S&P Financial Select Sector Covered Call ETF
- Horizons S&P Energy Select Sector Covered Call ETF

"We see the United States as a natural market for the extension of our firm's current ETF line-up and believe that these innovative income generating strategies will be well-received by U.S. investors," asserted Howard Atkinson, CEO of Horizons ETFs. "Partnering with ETC allowed us to accelerate the process of bringing our ETF strategies and brand to the U.S. market"

An investor should consider the ETF's investment objectives, risks, charges and expenses carefully before investing. This and other important information about the investment company can be found in the ETF's prospectus. To obtain a prospectus, please visit the EDGAR Database on the SEC's Internet site at <a href="http://www.sec.gov">http://www.sec.gov</a>. Please read the prospectus carefully before investing.

The information in the prospectus (or Statement of Additional Information) is not complete and may be changed. We may not sell these securities until the registration statement filed with the Securities and Exchange Commission is effective. The prospectus (or Statement of Additional Information) is not an offer to sell these securities and is not soliciting an offer to buy these securities in any state, province or country where the offer or sale is not permitted.

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## **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 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<sup>TM</sup> 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 <a href="https://www.ExchangeTradedConcepts.com">www.ExchangeTradedConcepts.com</a>.

#### **About Horizons ETFs**

Horizons Exchange Traded Funds is an innovative financial services company offering the Horizons ETFs family of ETFs. The Horizons ETFs family includes a broadly diversified range of investment tools with solutions for Canadian investors of all experience levels to meet their investment objectives in a variety of market conditions. With more than \$3.3 billion in assets under management and 83 ETFs listed on the Toronto Stock Exchange (TSX), the Horizons ETFs family makes up one of the largest families of ETFs in Canada. (as of March 31, 2012). (www.horizonsetfs.com).

### **About Mirae Asset Global Investments**

Mirae Asset Global Investments provides active and passive investment management solutions to clients around the world. Known as one of the world's largest investment managers in emerging market equities (source: *Investments & Pensions Europe*, January 2012), Mirae Asset also invests client assets in a broad range of asset classes, through a comprehensive set of investment products. With over 650 employees, including more than 135 dedicated investment professionals, Mirae Asset has offices in Australia, Brazil, Canada, China, Hong Kong, India, Korea, Taiwan, the U.K., the United States and Vietnam. Headquartered in Seoul, the firm manages over \$52 billion in assets globally, of which more than \$19 billion is invested in emerging market equities (as of March 31, 2012). Mirae Asset Global Investments (USA) LLC is a registered investment adviser focused on providing equity and fixed income investment advisory services to mutual funds, exchange traded funds, foreign investment trusts and institutions. (www.miraeasset.com).

#### For Further Information

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