



ETF PM PLEDGES \$24,000 THROUGH FIRM'S "PLEDGE TO GIVE BACK"

Financial Advisor Supports Schools and Charities Selected by Clients

THOUSAND OAKS, CA (March 12, 2012) – ETF Portfolio Management (ETF PM), a specialized financial advisory firm, has pledged \$24,000 in charitable donations for 2011. The firm has a *Pledge to Give Back* in which it donates a percentage of each client's annual advisory fee to the school or charity the client selects.

This year, ETF PM plans to support more than 20 important community entities. The 21 entities selected by clients thus far include:

Agoura High School - the school serves students in grades 9-12 in Agoura Hills, CA.

Banyan Elementary School - part of the Conejo Valley School District, in Newbury Park, CA.

Calvary Chapel Echo Park - a small fellowship of about 100 people that annually supplies over 100 Thanksgiving food baskets to local elementary schools in the Echo Park area of Los Angeles.

Casa de Amma - a unique apartment community in Southern California fostering growth and independence in adults with special needs through a broad spectrum of vocational, residential, social, and educational opportunities.

Casa Pacifica - serves abused and neglected children and adolescents, and those with severe emotional, social, behavioral, and mental health challenges.

Craig D. Tifford Foundation - provides funding for research, to increase public awareness, and to further patient education and support for men with testicular cancer.

Georgia Network for Educational and Therapeutic Support - 24 programs that support the local school systems' continuum of services for students with disabilities, ages 3-21.

Khan Academy - a free world-class education system through an extensive video library covering everything from K-12 math to science, history, and finance. Khan is revolutionizing education by helping anyone with Internet access to learn efficiently and at their own pace.

Lewiston High School - part of the Lewiston Independent School District No. 1, in Lewiston, Idaho.

Malibu Adamson House Foundation (DBA Malibu Lagoon Museum) - a museum that preserves a classic home designed by Stiles O. Clements in 1929 along one of the most beautiful beaches in Southern California.

Memorial Sloan Kettering Cancer Center - one of the world's premier cancer centers in patient care, research and education, with facilities in New York and the tri-state area.

Miller Family YMCA - a facility in Newbury Park, CA, for youth development, healthy living, and social responsibility. This Dos Vientos YMCA is part of the Southeast Ventura County YMCA's three facilities which serve more than 26,000 people annually.

Otsego Elementary School - part of the Half Hollow Hills Central School District on Long Island, NY.

Schools On Wheels - a tutoring service for homeless children founded in 1993 by Agnes Stevens, a retired teacher in Santa Monica. Hundreds of volunteers work one-on-one with homeless children from grades K-12 throughout Southern California.

Seeds of Peace - an internationally-recognized organization dedicated to empowering young leaders from regions of conflict with the leadership skills required to advance reconciliation and coexistence.

St. Jude Children's Research Hospital - a research hospital that is internationally recognized for its pioneering research and treatment of children with cancer and other catastrophic diseases.

Sycamore Canyon School K-8 - part of the Conejo Valley Unified School District, Newbury Park, CA.

Thousand Oaks High School - part of the Conejo Valley Unified School District, Thousand Oaks, CA.

Triunfo YMCA - a facility in Westlake Village, CA, for youth development, healthy living, and social responsibility. The Triunfo YMCA is also part of the Southeast Ventura County YMCA's three facilities.

Unity Shoppe – a central distribution facility in Santa Barbara, CA, that allocates basic necessities to people who are referred by over 300 non-profit organizations.

Viewpoint School - a nondenominational, nonprofit day school in Calabasas, CA, founded in 1961. Viewpoint is an independent, coeducational school serving grades K-12.

“ETF PM is proud to give back to our community,” said David Kreinces, the firm’s Founder and Portfolio Manager. “These donations reflect our commitment to our clients and our community.”

About ETF PM

ETF PM is a financial advisory firm that specializes in strategic diversification through rules-based investing. The firm customizes active and passive investment portfolios for each client account. Client accounts may be held at Schwab or Goldman Sachs.

For more information, visit www.etfpm.com.

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