



Samuel Baughn Joins ETF Portfolio Management as Chief Operating Officer and Chief Financial Officer

Due Diligence Veteran to Strengthen ETF PM Operational Risk Management

LOS ANGELES AND NEW YORK; May 20, 2009 — ETF Portfolio Management (ETF PM), a specialized absolute return manager founded in 2007, announced today that Samuel Baughn has joined the firm's management team as COO and CFO. Mr. Baughn will focus on helping ETF PM expand its investment capacity and manage its operational risk.

“Operational due diligence is extremely important as we work to deliver the edge in our investment process. ETF PM continues to enhance our investment and operational risk monitoring practices to assure investors that every precaution is being taken to protect their assets,” said David Kreinces, ETF PM's founder and portfolio manager. “Sam will reinforce our current risk management practices as well as develop new efforts to maintain ETF PM's position as one of the most secure investment platforms in the industry.”

Mr. Baughn comes to ETF PM from Societe Generale Asset Management Inc. (SG AM), where he served as co-head of operational due diligence since 2005. Mr. Baughn developed the operational due diligence structure for SG AM and oversaw the operational risk assessment of hundreds of portfolio managers in North America, Europe, Australia, and Asia. In that role, he held veto rights on the investment committees of the fund of funds as well as the hedge fund incubation platform.

Previously, Mr. Baughn was a controller for the derivatives flow desks at Deutsche Bank in New York from 2004 to 2005. Before working at DB, he worked from 2000 to 2004 at the Ernst & Young offices in Nashville and New York where he audited banking and capital markets clients.

Mr. Baughn holds a Bachelors degree and an M.B.A. in Accounting from David Lipscomb University.

About ETF Portfolio Management

ETF Portfolio Management (ETF PM), with offices in New York and California, is a specialized absolute return manager. The portfolio manager's quantitative trend-following strategy was first implemented in 2005 at a previous firm, and expanded in 2008 to include four investment models. ETF PM was the first firm to offer strategic core portfolios with no advisory fee as early as 2007 and the firm was also among the few unlevered managers to deliver positive returns in 2008. ETF PM's recommended account minimum is \$250,000.

Visit www.etfpm.com for more information.

CONTACT: Kathy Palmer
ETF Portfolio Management, LLC
(805) 480-9785
kpalmer@etfpm.com