



ETF PORTFOLIO MANAGEMENT LAUNCHES DYNAMIC INVESTMENT PLATFORM

ETF PM AMONG THE FEW INVESTMENT MANAGERS TO DELIVER UNLEVERED POSITIVE RETURNS IN 2008

- Firm is first to offer multi-asset class core portfolios with no advisory fee-

LOS ANGELES AND NEW YORK; April 13, 2009– ETF Portfolio Management (ETF PM), a specialized absolute return manager founded in 2007, has launched a dynamic investment platform that combines active absolute return strategies with strategic core portfolios in an effort to maximize return and client value. In addition to a strong four year actual return in the firm’s long-only Aggressive Growth model portfolio, ETF PM was among the few unlevered portfolio managers to deliver strong positive returns in 2008, said David Kreinces, ETF PM’s founder and portfolio manager.

Absolute Return Strategies

ETF PM’s absolute return strategies seek to deliver positive returns in all market environments without using leverage. The firm’s investment focus is to provide dynamic risk control, efficient portfolio rotation and global diversification in a comprehensive solution for active management. All of ETF PM’s strategies are offered in separately managed accounts that are held in custody at Schwab Institutional and invest in securities with daily liquidity and full transparency. The benchmarks for the firm’s active strategies are the Credit Suisse – Tremont Hedge Fund Index and the S&P 500.

Strategic Core Portfolios with No Advisory Fee

“As David Swensen and Warren Buffett have noted, beating the market return is very difficult. We believe many investors should begin with a low-cost, well-diversified portfolio of multi-asset class ETFs,” remarked Kreinces. “ETF PM provides this capability in an efficient solution that is extremely cost effective. We’re proud to be the first in the wealth management industry to make strategic core portfolios available with no advisory fee.”

ETF PM offers three passive core growth portfolios online at www.etfpm.com:

- **Unconventional Core** - a portfolio modeled after the recommendation from David Swensen, Chief Investment Officer at Yale University, in his book, *Unconventional Success*.
- **Basic Core** - a portfolio offering a larger allocation to foreign stocks and commodities, and a smaller allocation to real estate.
- **Advanced Core** - ETF PM's passive growth portfolio with the largest exposure to commodities and emerging markets, and lower exposure to U.S. equities.

"We agree whole heartedly with Mr. Swensen, the greatest value in portfolio management today is at the extremes, completely passive core strategies and extremely active absolute return, and that is precisely our expertise," said Kreinces. "The financial markets evolve very quickly - investors must be innovative and adapt to stay ahead!"

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 rules-based 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 through RIAs and \$2mm per direct account with ETF PM.

Visit www.etfpm.com for more information.

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