

**ETF PORTFOLIO MANAGEMENT LAUNCHES THE FIRST
ABSOLUTE RETURN STRATEGY WITH A 0.4% ADVISORY FEE**

**MANAGER BROADENS INVESTMENT PLATFORM
TO EIGHT ALL-ETF PORTFOLIOS**

- Advisor is first to offer low-cost absolute return strategies with no-fee passive cores -

LOS ANGELES AND NEW YORK; December 16, 2009– ETF Portfolio Management (ETF PM), a specialized absolute return investment management firm, has launched a new strategy to maximize value for investors. With an annual advisory fee of just 0.4%, the Basic Alpha absolute return portfolio is a long-only, multi-asset class strategy that will have exposure to global developed equities, emerging markets, real estate, commodities, and fixed income. The strategy can be shifted quickly into fixed income or cash to control risk, and it does not employ leverage.

"ETF PM is proud to launch a broadly diversified growth strategy that offers liquidity, transparency and risk control with an extremely low advisory fee," said David Kreinces, the firm's Founder and Portfolio Manager. The firm now offers five absolute return portfolios employing disciplined, rules-based trend following with no leverage and no performance fees:

- **Basic Alpha** - a broad, multi-asset class, long-only portfolio; 0.4% annual fee
- **Global Growth** - a diversified, equity, long-only portfolio; 2.0% annual fee
- **Aggressive Growth** - a concentrated, multi-asset class, long-only portfolio; 2.0% annual fee
- **Long/Short** - a concentrated, multi-asset class, long/short portfolio; 2.0% annual fee
- **Advanced Alpha** - a broad, multi-asset class, long/short portfolio; 2.0% annual fee

The Advanced Alpha portfolio, formerly called Core Alpha, consists of an equal weighting of the Aggressive Growth, Global Growth, and Long/Short portfolios.

"Including our three no-fee passive core portfolios, ETF PM's comprehensive eight-strategy investment platform offers an efficient solution for both active and passive portfolio management," noted Charles Dhanraj, ETF PM's President and Managing Director. "We are focused on maximizing the overall value proposition for our clients."

About ETF Portfolio Management

ETF Portfolio Management is a specialized absolute return investment management firm with offices in New York and California. The firm offers rules-based strategies using exchange-traded funds (ETFs) without leverage. Our philosophy is to maximize client value through integrity, innovation and strict risk control. In the crash of 2008, ETF PM's active management delivered positive returns, and the firm has been offering strategically passive core portfolios with no advisory fee since 2007.

For more information please visit www.etfpm.com.

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