



ETF PM REPORTS PERFORMANCE FOR INVESTABLE BENCHMARKS

THOUSAND OAKS, CA; September 4, 2013- ETF Portfolio Management (ETF PM) today reported performance for the investable benchmarks through August 2013. Year-to-date (YTD), the eMAC returned 2.5% while the S&P 500 gained 16.0%. Income & Growth fell by -1.5% and Income was down -5.3%.

The investable benchmarks are three passive core portfolios comprised of leading ETFs from Vanguard and iShares. Over the past 10.7 years, the benchmarks returned 8% to 10% annually, or 130% to 164% in total return. These strategic portfolios yield over 2.8% per year with expense ratios under 0.20%.

Investable Benchmarks								As of 8/31/13
Performance								
Name	Symbol	YTD	10.7 Year Annualized	10.7 Year Total	Worst Year	Annual Yield	Expense Ratio	
Income	30/70i	-5.3%	8.2%	130%	-5.0%	3.2%	0.16%	
Income & Growth	I&G	-1.5%	8.9%	147%	-7.7%	2.8%	0.17%	
Growth	eMAC	2.5%	9.6%	164%	-25.8%	2.8%	0.12%	
S&P 500	SPY	16.0%	8.1%	129%	-36.9%	2.0%	0.09%	

See www.InvestableBenchmarks.com. Past performance does not guarantee future results.

The investable benchmarks present tough competition for active management. ETF PM's growth benchmark is an efficient multi-asset class (eMAC) portfolio based on David Swensen's recommendation in "Unconventional Success." Swensen's performance managing Yale University's multi-billion dollar endowment fund is leading Wall Street in many respects and his views have significantly broadened the industry's perception of proper diversification.

Absolute Return Strategies

ETF PM also specializes in disciplined ETF trend following. The firm provides a dynamic range of portfolios that seek to deliver positive returns in all market environments. Trend following delivered gains in the crash of 2008, and ETF PM focuses on hybrid solutions that combine trend following with strategic indexing.

Pledge to Give Back

In order to partner directly with clients and the community, ETF PM created a *Pledge to Give Back*. On an annual basis, ETF PM donates a percentage of each client's advisory fee to the school or charity selected by the client.

Since inception of the Pledge in 2010, the 34 important community entities supported include Khan Academy, Memorial Sloan Kettering Cancer Center, Ronald McDonald House New York, School on Wheels, three private schools, six public schools, Salvation Army New Jersey, St. Jude Children's Research Hospital, Unity Shoppe, two YMCAs, and more.

About ETF Portfolio Management

ETF Portfolio Management (ETF PM) is a revolutionary financial advisory firm that specializes in rules-based investing and risk control. 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 or www.InvestableBenchmarks.com.

CONTACT: ETF Portfolio Management, LLC
(866) 409-5844
Email: info@etfpm.com