

## **ISE Partners with PureFunds and Factor Advisors to Launch Three New ETFs *The Diamond/Gemstone, Mining Service, and Junior Silver ETFs Track [ISE Indexes](#)***

**NEW YORK, December 3, 2012** – The [International Securities Exchange \(ISE\)](#) today announced the launch of three new exchange traded funds (ETFs) in partnership with [PureFunds](#): PureFunds™ ISE Diamond/Gemstone ETF (NYSEArca: GEMS); PureFunds™ ISE Mining Service ETF (NYSEArca: MSXX); and PureFunds™ ISE Junior Silver ETF (NYSEArca: SILJ). All three ETFs track proprietary indexes developed by ISE. The ETFs began trading on November 28<sup>th</sup>.

“We are excited that PureFunds has selected ISE as the index provider for these new and innovative ETFs,” said Kris Monaco, Head of New Product Development at ISE. “With growth in global demand for hard assets, these sectors-specific ETFs provide investors with an actionable investment vehicle to participate in these important segments of the commodity market.”

“PureFunds is very proud to partner with the ISE, a world class organization and a leader in the ETF industry,” said Paul Zimnisky, CEO of PureFunds. “Together, we are excited to bring to market these three new products, each of which is the first of their kind aiming to exclusively invest in the gemstone, mining service, and silver exploration industries. All three products are based on the global demand for safe haven hedges against government issued currencies, a longer term trend that we believe will continue to play out.”

More information on the three new ETFs follows:

- **PureFunds™ ISE Diamond/Gemstone ETF (NYSEArca: GEMS):** This ETF tracks the ISE Gemstone Index™, which comprises public, international companies that are active in gemstone production or sales. Index components currently include companies such as Harry Winston (8.30%), Petra Diamonds Ltd (6.31%), Blue Nile Inc. (5.57%).
- **PureFunds™ ISE Mining Service ETF (NYSEArca: MSXX):** This ETF tracks ISE Mining Service Index™, which follows the performance of the largest and most liquid companies involved in facilitating operations of the resource exploration and production mining service industry as a whole. The index includes companies that manufacture, lease, sell and provide equipment, to those that provide consulting or other services to the industry, as well as companies that actually engage in exploration and production. Index components currently include companies such as Atlas Copco AB A (9.58%), Joy Global Inc (8.12%), and Boart Longyear Limited (3.22%).
- **PureFunds™ ISE Junior Silver ETF (NYSEArca: SILJ):** This ETF tracks the ISE Junior Silver Index™, a benchmark for investors interested in tracking public, small-cap companies that are active in silver mining and exploration. Index components include Endeavour Silver Corp. (11.89%), Fortuna Silver Mines Inc. (9.01%), and MAG Silver Corp (7.01%).

With the addition of these three new ETFs, there are now 19 ETFs that track ISE’s proprietary index. For more information on these products, please visit [www.ise.com/etf](http://www.ise.com/etf).

For more information on the new PureFunds ETFs, please visit [www.PureETFs.com](http://www.PureETFs.com).

### **About ISE**

The [International Securities Exchange \(ISE\)](#) operates a leading U.S. options exchange and offers options trading on over 2,000 underlying equity, ETF, index, and FX products. As the first all-electronic options exchange in the U.S., ISE transformed the options industry by creating efficient markets through innovative market structure and technology. Regulated by the Securities and Exchange Commission (SEC) and a member-owner of OCC, ISE provides investors with a transparent marketplace for price and liquidity discovery on centrally cleared options products. ISE continues to expand its marketplace through

the ongoing development of enhanced trading functionality, new products, and market data services. As a complement to its options business, ISE has expanded its reach into multiple asset classes through strategic investments in financial marketplaces and services that foster technology innovation and market efficiency. Through minority investments, ISE participates in the securities lending and equities markets. ISE also licenses its proprietary Longitude technology for trading in event-driven markets.

As a member of Eurex Group, ISE is combined with Eurex Exchange to form one of the largest transatlantic derivatives marketplaces, with daily trading volumes exceeding 10 million contracts in 2011 across a growing range of asset classes.

Eurex Group is comprised of Eurex Exchange, the International Securities Exchange, the European Energy Exchange, Eurex Clearing, Eurex Bonds and Eurex Repo.

Eurex Group is owned by Deutsche Börse AG (Xetra: DB1).

For more information, visit [www.ise.com](http://www.ise.com).

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Fund holdings and sector allocations are subject to change and should not be considered a recommendation to buy or sell any security. Figures listed in parenthesis above are percentages of each company held by the fund as of 11/30/2012.

*Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's prospectus, which may be obtained [here](#). The statutory prospectus can be obtained by calling 877-756-PURE (877-756-7873). Read the prospectus carefully before investing.*

**Investing involves risk, including the possible loss of principal.** Shares of any ETF are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. **Narrowly focused investments typically exhibit higher volatility. The mining industry is highly volatile due to significant fluctuation in the prices of commodities, as well as political and regulatory developments.** Investments in foreign securities involve political, economic and currency risks, greater volatility and differences in accounting methods. These risks are greater for investments in emerging markets. The Funds are non-diversified, meaning they may concentrate their assets in fewer individual holdings than a diversified fund. Therefore, the Funds are more exposed to individual issuer volatility than a diversified fund. Funds that are less diversified across countries or geographic regions are generally riskier than more geographically diversified funds and risks associated with such countries or geographic regions may negatively affect a Fund. Investments in small- and medium-capitalization companies tend to have limited liquidity and greater price volatility than large-capitalization companies. The PureFunds ISE Diamond/Gemstone ETF is subject to risks associated with demand and supply of gemstones in the form of jewelry/investments as well as industrial uses. Changes in consumer taste, consumer confidence, man-made alternatives, and spending among this segment of the population may have an adverse impact on the sale of gemstones in the market. The PureFunds ISE Mining Service ETF is subject to risks associated with adverse market conditions, increased competition, environmental concerns, fluctuations in commodity prices and supply and demand of hard commodities, decreased metals demand and the success of exploration projects. Legal or regulatory changes, as well as changes in governments' policies towards metals, could also adversely impact the mining services sector and therefore Fund performance. The PureFunds ISE Junior Silver ETF is subject to risks associated with the worldwide price of silver and the costs of extraction and production. Worldwide silver prices may fluctuate substantially over short periods of time, so the Fund's share price may be more volatile than other types of economic conditions, tax treatment, government regulation and intervention, and world events in the regions in which the companies operation. Factor Advisors, LLC, a subsidiary of GENCAP Ventures, LLC [www.gencapv.com](http://www.gencapv.com), serves as the investment adviser. Dallas based Esposito Partners, LLC serves as the sub advisor to the fund. The Funds are distributed by Quasar Distributors, LLC which is not affiliated with Factor Advisors, LLC or any of its affiliates.

*The SEC does not endorse, indemnify, approve, nor disapprove of any security.*