



FOR IMMEDIATE RELEASE

CONTACT: Michael Chiong
JConnelly
(646) 922-7764
mchiong@jconnelly.com

Emerging Global Advisors Wins ETF.com Award for Best New International/Global Equity ETF

NEW YORK —March 23, 2016— Emerging Global Advisors (EGA) today announced that the EGShares EM Core ex-China Fund (TICKER: XCEM) has received the award for 'Best New International/Global Equity ETF' in 2015 from ETF.com, a leading independent authority on the ETF industry. The award honors the most important international or global equity ETF launched in 2015.

Launched on September 2, 2015, XCEM provides broad exposure to emerging markets excluding China and Hong Kong, allowing investors to preserve or supplement emerging market portfolios without increasing their exposure to China. The Fund tracks the EGAI Emerging Markets ex-China Index. The index is free-floating, market cap-weighted and ranked in line with broad-based, market cap-weighted conventional indices. It provides exposure to 20 countries, including South Korea, Taiwan, Brazil, India and South Africa.

“China is already the dominant country in broad-based emerging market benchmarks and major indices have announced their intention to increase allocations to China through A-Shares,” said **EGA President and Founder Robert C. Holderith**. “This becomes a question of diversification and how you want to accomplish it. We launched XCEM to deliver core emerging market exposure independent of China.”

“XCEM addresses the needs of investors who are looking for greater control over their exposure to this market,” said **EGA Chief Product and Marketing Officer Marc Zeitoun**. “It’s a matter of understanding what you own and what you’re intending to own. The fund is a strong fit for investors who are looking to be more balanced in their approach to China without forfeiting opportunities in other emerging markets.”

The ETF.com Awards recognizes people, companies and products that are impacting the industry and investors. All winners are selected in a three-part process that called on the insights and opinions of leaders throughout the ETF industry. ETF.com, founded in 2001, is a leading authority on exchange-traded funds.

About Emerging Global Advisors

Emerging Global Advisors (EGA) is a leading provider of strategic beta portfolios in emerging markets and we employ a disciplined, rules-based investment process rooted in research and portfolio strategy. Our investment strategies, including our EGShares suite of ETFs, are designed to help investors generate alpha within their emerging and frontier market allocations. We offer core equity, thematic and equity income emerging and frontier market exposures.

###

Disclosures

Carefully consider the Fund's investment objectives, risk factors and charges and expenses before investing. This and other information can be found in the Fund's prospectus, which may be obtained by calling + 1 888 800 4347 or by visiting the Fund's website egshares.com to view or download a prospectus. Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal.

Emerging market investments involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles, from economic or political instability in other nations or increased volatility and lower trading volume. This Fund will concentrate its investments in issuers of one or more particular industries to the same extent that its Underlying Index is so concentrated and to the extent permitted by applicable regulatory guidance. Concentration risk results from maintaining exposure to issuers conducting business in a specific industry. Small-cap and mid-cap companies generally will have greater volatility in price than the stocks of large companies due to limited product lines or resources or a dependency upon a particular market niche.

ETF shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund.

A-shares are shares in mainland China-based companies that trade on Chinese stock exchanges. **EGAISM Emerging Markets ex-China Index** is a market capitalization-weighted index designed to provide broad, core emerging markets equity exposure by measuring the stock performance of up to 700 companies across the EGAI Emerging Markets Universe, excluding those listed or domiciled in China and Hong Kong. One cannot invest directly in an index.

Robert Holderith and Marc Zeitoun are registered representatives of ALPS Distributors, Inc.

EGA and EGShares Funds are distributed by ALPS Distributors, Inc. Emerging Global Advisors acts as the investment advisor to the Fund. ALPS and Emerging Global Advisors are unaffiliated entities.

© 2016 Emerging Global Advisors, LLC. All rights reserved. EGA®, EGSharesSM and EGAISM are service marks of Emerging Global Advisors, LLC. All other trademarks, service marks or registered trademarks are the property of their respective owners.

EGS002740 | Expires 4/1/2017