



Emerging Global Advisors

MEDIA CONTACT:

keating/co

Bill Fallon

(212) 925-6900

bfallon@keatingco.com

Emerging Global Advisors Launches *Emerging Perspectives* Website

New website from the emerging markets asset manager offers timely, relevant expert insights on emerging and frontier market investment strategy

NEW YORK – February 11, 2015 – Emerging Global Advisors (EGA), a strategic beta emerging markets (EM) asset manager that employs a disciplined, rules-based investment process rooted in research and portfolio strategy, today announced the launch of its *Emerging Perspectives* website. *Emerging Perspectives* offers timely investment insight and commentary focused exclusively on emerging and frontier markets. Contributing to the articles are EGA's Investment Strategy team, led by Nicholas Smithie, Chief Investment Strategist.

“Through *Emerging Perspectives*, our team offers an informative resource to help wealth managers, investment consultants, journalists and investors better understand and stay up to date on the key events and themes that drive emerging market performance and investment strategy,” said Marc Zeitoun, Chief Product & Marketing Officer at EGA. “The website offers critical market and investment perspectives that we believe investors will find both thought provoking and actionable.”

Emerging Perspectives provides emerging and frontier market commentary across a number of areas, including:

- Charts of the Week – Weekly comments on timely emerging market news
- Investment Strategy – Long-term investment opportunities for core, thematic and equity income investors
- ETF Trading – Tips for investing and trading ETFs

Investors can access the website by visiting emergingglobaladvisors.com/emergingperspectives.com.

About Emerging Global Advisors (EGA)

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. For more information, please visit emergingglobaladvisors.com.

Investors should carefully consider the investment objectives, risks, charges and expenses of a Fund before investing. To obtain a prospectus containing this and other important information, please call (888) 800-4347 or visit www.egshares.com to view or download a prospectus online. Read the prospectus carefully before investing.

Emerging market investments involve risk of capital loss from fluctuation in currency values, differences in accepted accounting principles, economic or political instability or increased volatility and lower trading volume. Most funds are non-diversified and, as a result, may have greater volatility than diversified funds. A funds' returns may not match the returns of the underlying indexes. Investments in small- and mid-cap companies are generally more volatile. Diversification does not guarantee profit or protect against loss.

EGA and EGShares Funds (“Funds”) are distributed by ALPS Distributors, Inc. Emerging Global Advisors and ALPS Distributors, Inc. are unaffiliated entities. Nicholas Smithie and Marc Zeitoun are registered representatives of ALPS Distributors, Inc.

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