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## **New ETF Offers Exposure to Emerging Markets Excluding China**

**NEW YORK** —September 2, 2015— Emerging Global Advisors (EGA) today launched its EGShares EM Core ex-China exchange-traded fund (ETF). The new fund (TICKER: 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.

“In today’s market environment, some investors have noted that China comprises a significant portion of broad-based emerging market benchmarks. That portion is growing as index funds in the category plan to increase their allocations to China through A-shares,” said **EGA President and Founder Robert C. Holderith**. “We launched XCEM to deliver core emerging market exposure independently of China, giving investors an option to refine their portfolios in light of other China holdings or market developments.”

XCEM 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.

“The XCEM fund is a strong fit for investors who are looking to be more conservative in their approach to China without sacrificing opportunities in other emerging markets,” said **EGA Managing Director Jay McAndrew**. “It also addresses the needs of investors who have a point of view on China and are looking for greater control over the size and style of their exposure to this market.”

### **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.

EGA Indices (EGAI), a separate group within EGA, develops strategic beta indices for emerging market exposure.

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### **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](http://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. One cannot invest directly in an index.

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

Robert Holderith and Jay McAndrew are registered representatives of ALPS Distributors, Inc.

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