



## **YieldShares High Income ETF (NYSEArca:YYY) Wins Multi-Asset ETF of the Year at 2017 Fund Action ETF Innovation Awards**

**Chicago, Illinois — (February 28, 2017)** — YieldShares, a wholly-owned subsidiary of [Amplify ETFs](#) and Sponsor of the YieldShares High Income ETF (NYSEArca:YYY), is proud to announce its flagship fund won the Multi-Asset ETF of the Year award at the 2017 Fund Action ETF Innovation Awards.

“Amplify’s YieldShares brand is focused on delivering new income investment strategies to ETF investors. YYY, the first fund in the YieldShares suite, is an index-based strategy that provides access to closed-end funds (CEFs) via the convenience and efficiency of an ETF. It’s an honor to see YYY named Multi Asset ETF of the Year due to the formidable competition in this ETF segment,” said Christian Magoon, CEO and founder of Amplify ETFs and founder of YieldShares.

YYY tracks the ISE High Income™ Index, which is comprised of 30 CEFs ranked highest overall by the ISE in three criteria: fund yield, discount to net asset value, and liquidity. Since its inception in June of 2013, the fund has amassed more than \$140 million in assets as of February 17, 2017.

The Fund Action ETF Innovation Awards celebrate the innovation shown by managers and service providers working in the ETF industry. The award ceremony was held on February 14, 2017. The full list of award recipients is available [here](#).

### **About YieldShares**

A wholly-owned subsidiary of Amplify ETFs, the YieldShares ETF brand delivers access to new income investment strategies in ETF format. Founded by ETF industry veteran Christian Magoon, Amplify Investments sponsors and is the co-subadvisor to the YieldShares High Income ETF (NYSEArca:YYY). For more information, please visit <http://yieldshares.com>.

### **About Amplify ETFs**

Amplify ETFs are sponsored by Amplify Investments, a registered investment advisor (RIA). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Using those benefits as a foundation, Amplify seeks to build ETFs powered by investment strategies from index providers and asset managers within unique market segments. The multi-layered approach amplifies opportunities for investors. The firm was founded by Christian Magoon. For more information, please visit <http://amplifyetfs.com>.

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**Carefully consider the Funds' investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in the YieldShares and Amplify Funds' statutory and summary prospectus, which may be obtained by visiting [www.yieldshares.com](http://www.yieldshares.com) or by calling 855-267-3837, or by visiting [AmplifyETFs.com](http://AmplifyETFs.com), respectively. Read the prospectus carefully before investing.**

*Investing involves risk, including the possible loss of principal. Because the Fund is a fund of funds, its investment performance largely depends on the investment performance of the Underlying Funds in which it invests. The Fund is subject to the risks associated with the Underlying Funds, including risks related to investments in derivatives, REITs, foreign securities and municipal securities. The underlying holdings may be leveraged, which will expose the holdings to higher volatility and may accelerate losses. Bond prices generally fall as interest rates rise. High yield securities may involve greater levels of credit, liquidity and valuation risk than for higher-rated instruments. Preferred stock is subject to many of the same risks. In addition, preferred stock may not pay a dividend, an issuer may suspend payment of dividends at any time, and in certain situations an issuer may call or redeem its preferred stock or convert it to common stock. International investments may involve risk from unfavorable fluctuations in currency values, differences in generally accepted accounting principles, and from economic or political instability. There is no guarantee that the fund will meet its investment objective. The Fund will pay indirectly a proportional share of the fees and expenses of the Underlying Funds in which it invests, including their investment advisory and administration fees, in addition to its own fees and expenses. In addition, at times certain segments of the market represented by constituent Underlying Funds may be out of favor and underperform other segments.*

Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns.

Exchange Traded Concepts, LLC serves as the investment advisor. Amplify Investments LLC and Vident Investment Advisory LLC serve as sub advisors to the fund. YieldShares High Income ETF is distributed by SEI Investments Distribution Co., which is not affiliated with Exchange Traded Concepts, LLC or any of its affiliates; Quasar Distributors, LLC; or either sub-advisor.

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