



## **ISE ETF Ventures and YieldShares Announce Partnership to Develop and Promote New ISE High Income Index™**

**NEW YORK, May 6, 2013** – The International Securities Exchange (ISE) today announced a partnership with [YieldShares](#), a new firm created by [Christian Magoon](#), a well-recognized entrepreneur in the ETF industry. ISE and YieldShares will jointly develop and launch the ISE High Income Index™, an index that allows investors to efficiently track a portfolio of high income and high discount Closed-End Funds.

“Partnering with YieldShares to create the ISE High Income Index is a demonstration of ISE’s growing presence in the indexing space,” said Kris Monaco, Head of ISE ETF Ventures. “This agreement provides YieldShares with the global experience and network of ISE ETF Ventures while leveraging ISE’s business development, marketing support and capital to effectively bring products to market. We look forward to growing this partnership with YieldShares and Christian Magoon.”

CEO and Founder of YieldShares, Christian Magoon, said, “To partner with the International Securities Exchange is a foundational step in the advancement of YieldShares. ISE’s capabilities and talent have been a great asset to YieldShares already. Together we have produced a compelling index focused on high current income. This is a promising partnership that I believe will deliver benefits to the entire investment marketplace, not just the two firms.”

The partnership will serve as a platform to promote the ISE High Income Index, as well as license the index to a third party as the basis for an ETF expected to launch in June 2013, pending regulatory approval.

The ISE High Income Index will provide exposure to a portfolio of closed-end funds that are selected based on proprietary measures, including fund yield and discount. The index is a benchmark for investors interested in tracking the returns and income of the top 30 U.S listed Closed-End Funds as selected by ISE. Learn more about ISE ETF Ventures and its proprietary indexes at [www.ise.com/etfventures](http://www.ise.com/etfventures).

### **About ISE ETF Ventures**

The ISE ETF Ventures team is dedicated to creating and supporting innovative indexes that track growing industries, emerging technologies and markets, and packaged trading strategies. Their index design expertise includes a diverse range of asset classes and instrument types including global equities, fixed income, currencies, futures and options. ISE ETF Ventures partners with issuers to launch unique exchange traded products (ETPs) such as exchange traded funds (ETFs), exchange traded notes (ETNs) and other similar product types. They also provide capital for the start-up and ongoing backstopping of new ETPs. Partners are able to leverage ISE’s global experience and broad network of industry participants in order to grow their ETP presence as well as reduce risk and increase product issuance.

As part of the International Securities Exchange (ISE), a leading U.S. options exchange, ISE ETF Ventures’ indexing experts are nimble, flexible and entrepreneurial with a track record of creating distinctive, out-of-the-box ideas. ISE currently has a portfolio of over 30 proprietary indexes, and supports over 20 ETPs and other investment products.

ISE is a member of Eurex Group, and combined with Eurex Exchange, forms one of the largest transatlantic derivatives marketplaces. Eurex Group is owned by Deutsche Börse AG (Xetra: DB1).

For the latest information and updates, connect with ISE ETF Ventures on Twitter ([@ISEexchange](#)) and LinkedIn ([www.Linkedin.com/company/ise](http://www.Linkedin.com/company/ise)), or visit [www.ise.com/etfventures](http://www.ise.com/etfventures).

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