



YieldShares High Income ETF (YYY) Launches

High Income Closed-End Funds Seek Trading Below Net Asset Value

CHICAGO – June 27, 2013 – YieldShares LLC, the Wheaton, Illinois sponsor of exchange-traded funds (ETFs), has launched the YieldShares High Income ETF (NYSE Arca: YYY). YYY provides investors with cost-efficient access to 30 closed-end funds distinguished by their combination of yield, discount to net asset value and liquidity. The CEFs are selected by the ISE High Income™ Index and are diversified across asset classes, investment strategies and portfolio managers.

“The ISE High Income™ Index follows a methodology focused on two appealing characteristics of CEFs: income and the potential to buy CEF shares below their net asset value,” said Christian Magoon, Chief Executive Officer of YieldShares. “The goal of the YieldShares High Income ETF (YYY) is to deliver that investment strategy in the transparent, convenient and liquid form of an ETF. The result is a cost-effective solution providing investors access to some of the largest CEF asset managers.”

The YieldShares High Income ETF (YYY) has licensed the ISE High Income™ Index as its underlying benchmark. The Index selects CEFs based on three primary criteria: fund yield, discount to net asset value and liquidity. The 30 CEFs that are ranked highest overall by ISE become the Index. The holdings are then linear weighted with a 4.25% cap on the weighting of any single CEF upon index reconstitution. The YieldShares High Income ETF (YYY) expects to pay distributions to investors on a monthly basis.

ABOUT YIELDSHARES

YieldShares LLC is an ETF Sponsor founded by ETF veteran Christian Magoon. The firm is focused on income investing and seeks to expand access to unique income investment strategies through ETFs. YieldShares believes that thoughtful income investing begins with diversification across a variety of asset classes, investment strategies and investment vehicles. For more information, please visit <http://www.yieldshares.com>.

Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's prospectus, which may be obtained by visiting www.yieldshares.com. 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. An investment in the Fund is subject to the risks associated with the Underlying Funds that comprise the Index, including risks related to investments in derivatives, REITs, foreign securities and municipal securities. The underlying holdings of the



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fund may be leveraged, which will expose the holdings to higher volatility and may accelerate the impact of any losses. Fixed-income securities' prices generally fall as interest rates rise. High yield securities are subject to the increased risk of an issuer's inability to meet principal and interest payment obligations. These securities may be subject to greater price volatility due to such factors as specific corporate developments, interest rate sensitivity, negative perceptions of the non-investment grade securities markets, real or perceived adverse economic conditions, and lower liquidity. Preferred stock is subject to many of the risks associated with debt securities, including interest rate risk. In addition, preferred stock may not pay a dividend, an issuer may suspend payment of dividends on preferred stock 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 also 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.

Exchange Traded Concepts, LLC serves as the investment advisor, and Index Management Solutions, LLC serves as a sub advisor to the fund. The Funds are distributed by SEI Investments Distribution Co., which is not affiliated with Exchange Traded Concepts, LLC or any of its affiliates.