

BULLESHARES® USD CORPORATE BOND INDICES SURPASS \$100 MILLION IN ASSETS UNDER LICENSE

NAPERVILLE, IL, November 7, 2010—Accretive Asset Management LLC today announced that its BulletShares® USD Corporate Bond Indices have surpassed \$100 million in assets under license. BulletShares® Indices are designed to serve as the basis of for investment products intended to provide a diversified alternative to individual bond investing.

“Reaching this milestone so quickly after the launch of the indices in April 2010 is evidence that the BulletShares® indexing methodology is rapidly gaining acceptance among retail and institutional investors,” said Darrin DeCosta, Head of Product Development for Accretive.

Each BulletShares® USD Corporate Bond Index tracks a diversified basket of bonds with the same annual maturity and is designed to have a cash flow profile similar to that of an individual held-to-maturity bond. Investment products based on BulletShares® Indices can be used like individual bonds to create everything from simple laddered portfolios to highly customized portfolios that address the lifestyle-driven needs of particular investors.

“Financial advisors told us they appreciated the customization and return-of-capital features of individual bonds, but were concerned about the concentration risk associated with investments in relatively undiversified bond portfolios,” said Mr. DeCosta. “We believe the BulletShares® indexing methodology combines the best attributes of investing in bonds and bond funds.”

Performance and constituent data, along with other descriptive statistics for BulletShares® USD Corporate Bond Indices are available at www.bulletsharesindices.com. The BulletShares Indices have been licensed to Guggenheim Funds Investment Advisors, LLC to serve as the basis for the Guggenheim BulletShares Corporate Bond ETFs, www.GuggenheimFunds.com/BulletShares.

About Accretive Asset Management LLC

Accretive Asset Management (AAM) creates products that help financial advisors better serve their clients. Through creative thinking informed by a strategic understanding of the marketplace, Accretive devises innovative solutions to problems faced by financial advisors and investors and designs marketing and branding strategies to commercialize its innovations.

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