

Accretive Asset Management Announces Change to Index Methodology for BulletShares® USD Corporate Bond Indices

Naperville, IL November 4, 2010 Accretive Asset Management LLC today announced a change to the index methodology for BulletShares® USD Corporate Bond Indices. Under the revised index methodology, the portfolio of each BulletShares® USD Corporate Bond Index will be fixed (with no further monthly rebalancing) beginning on July 1 of its designated year of maturity. Under the previous index methodology, the portfolio of each BulletShares® USD Corporate Bond Index was be fixed (with no further monthly rebalancing) beginning on January 1 of its designated year of maturity.

About BulletShares® Indices

Each BulletShares® USD Corporate Bond Index tracks a diversified basket of bonds 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 outcome-oriented needs of particular investors.

About Accretive Asset Management

Accretive Asset Management (AAM) was formed in 2008 to create products that help financial advisors better serve their clients. Through creative thinking informed by a strategic understanding of the marketplace, AAM conceives and develops innovative product concepts and designs marketing and branding strategies to commercialize its innovations.

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