



Indices

BULLESHARES™ USD CORPORATE BOND INDICES LAUNCH

COMBINING THE BEST ATTRIBUTES OF BONDS AND BOND FUNDS

NAPERVILLE, IL, May 7, 2010—Accretive Asset Management LLC today announced the launch of BulletShares™ USD Corporate Bond Indices, a family of fixed-income indices designed to provide maturity targeted exposure to the U.S. investment grade corporate bond market.

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.

“We created BulletShares™ Indices based on research into how financial advisors actually manage their clients’ fixed-income portfolios,” said Darrin DeCosta, head of product development for Accretive Asset Management. “Financial advisors told us that they appreciated the predictability and high level of customization afforded by individual bonds. At the same time, they expressed concerns about the concentration of credit risk associated with investing in undiversified portfolios of individual bonds.”

Investment products based on BulletShares™ USD Corporate Bond Indices offer a diversified alternative to investing in individual bonds while providing the bond-like benefit of a future maturity date. Since each investment product based on a BulletShares™ USD Corporate Bond Index will have a specific year of maturity, financial advisors and investors can use them to structure diversified corporate bond portfolios with predictable, customized cash flow streams. Investment products based on BulletShares™ USD Corporate Bond Indices combine the best attributes of bonds and bond funds.

Each BulletShares™ USD Corporate Bond Index is based on a patent-pending, rules-based methodology engineered to create diverse, yet investable portfolios of securities.

Performance and constituent data, along with other descriptive statistics for BulletShares™ USD Corporate Bond Indices are available at www.bulletsharesindices.com.

About Accretive Asset Management LLC

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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