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Direxion Advisors Launches New Suite of ETFs for Long-Term Investors

PortfolioPlus ETFs Offer Boost of Added Exposure for Asset Allocation Portfolios

NEW YORK—Feb. 15, 2018—Direxion Advisors, LLC has launched PortfolioPlus ETFs, a new family of exchange-traded funds (ETFs) that offer access to manageable levels of added daily exposure to magnify returns, in a cost-effective, transparent, liquid structure.

The funds provide 25% added daily exposure to popular broad-based indexes targeted by advisors. The lightly leveraged solutions can be applied to common asset allocation strategies to seek greater upside potential over time. Although intended for use by investors who monitor their portfolios, their low leverage point allows them to be managed within a longer-term portfolio.

Two of the funds already have a three-year track record, as they were previously part of the Direxion ETF family. They now have new names and ticker symbols.

The funds, explained in detail at portfolioplusetfs.com, are the first of their kind, and a new set of solutions that allow advisors to:

- target increased daily exposure to well-known broad based indexes;
- maintain the integrity and risk profile of their holdings within classic asset allocation portfolios; and
- provide magnified returns* in order to seek outperformance over time.

The funds include:

ETF	Ticker	Current CUSIP
PortfolioPlus S&P 500® ETF (formerly Direxion Daily S&P 500® Bull 1.25X Shares)	PPLC	25490K109
PortfolioPlus S&P® Mid Cap ETF	PPMC	25460E638
PortfolioPlus S&P® Small Cap ETF (formerly Direxion Daily Small Cap Bull 1.25X Shares)	PPSC	25490K208
PortfolioPlus Developed Markets ETF	PPDM	25460E596
PortfolioPlus Emerging Markets ETF	PPEM	25460E612
PortfolioPlus Total Bond Market ETF	PPTB	25460E570

“Over time, a small amount of added exposure can make a significant difference,” said **Andy O’Rourke, Managing Director at Direxion**. “At the right price point, just a 25% boost allows

advisors who already manage a diversified strategy to seek out additional risk-adjusted returns in a manageable way. “

“Over the past decade or so, increased correlation, the inability to outperform passive indexing, and fee compression all put pressure on advisors to prove their worth,” said **Sylvia Jablonski, Managing Director at Direxion**. “Traditional diversified asset allocation has worked well for decades. These new ETFs are a way to get just a little more out of those allocations, and maybe set yourself apart from your competitors.”

About PortfolioPlus:

PortfolioPlus ETFs are brought to you by Direxion. Since 1997 Direxion has helped democratize the use of leverage and institutional strategies for everyday investors. Direxion’s unique, institutional trading roots and expertise in replicating sophisticated, non-traditional benchmarks have inspired the latest evolution of ETFs.

For more information on how PortfolioPlus ETFs can help your clients’ portfolios work harder, call 833-547-4417, or visit portfolioplusetfs.com.

*MAGNIFIED RETURNS MAY BE POSITIVE OR NEGATIVE. Investing in a PortfolioPlus ETF may be more volatile than investing in broadly diversified funds. The volatility of an index may affect a PortfolioPlus ETF’s return as much as, or more than, the return of the index. As a result, the PortfolioPlus ETFs may not behave as expected. The PortfolioPlus ETFs are intended to be used by investors who intend to monitor their portfolios.

An investor should carefully consider a Fund’s investment objective, risks, charges, and expenses before investing. A Fund’s prospectus and summary prospectus contain this and other information about the PortfolioPlus ETFs. Download a prospectus and summary prospectus at www.portfolioplusetfs.com. The prospectus and summary prospectus should be read carefully before investing.

Risks – An investment in the ETFs involve risk, including the possible loss of principal. The ETFs are non-diversified and include risks associated with concentration that results from the ETFs’ investments in a particular industry or sector which can increase volatility. The use of derivatives such as futures contracts and swaps are subject to market risks that may cause their price to fluctuate over time. For other risks including leverage, correlation, daily compounding, market volatility and specific risks regarding each sector, please read the prospectus.

Distributor for PortfolioPlus ETFs: Foreside Fund Services, LLC.