Welcome to the ETF Virtual Summit

Produced by ETF Trends and RIA Database

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About the Summit:

The largest exchange-traded fund (ETF) investment conference, the ETF Virtual Summit, is scheduled for January 10, 2012, with more than 5,000 advisors expected. ETF Trends and RIA Database are bringing the latest ETF news, opinions and investment ideas to financial advisors around the world in a unique virtual format at ETFVirtual.com.

With ETF assets at $1 trillion and growing, advisors are in need of expert analysis and knowledge to efficiently implement ETFs in their portfolio management strategies. Sitting comfortably in their offices, ETF Virtual Summit participants will be able to learn the opinions of executives from major ETF providers. Financial advisors will also be able to meet with experts in the ETF industry in a virtual environment, avoiding the hassles and costs of traveling.

"Research shows more advisors are incorporating ETFs into client portfolios. Advisors are telling us they are looking for more research information than ever on ETF investments," Tom Lydon, Editor and Publisher of ETF Trends, said. "Yet they are less apt to travel in the current economic and market environment. The ETF Virtual Summit brings all the latest ETF ideas directly to advisors, within the comfort of their offices or homes, giving advisors more time to spend with clients."

"Virtual conferences allow for a more productive, educational and networking environment. Financial advisors want access to timely, relevant investment research, and investment managers want access to as many decision makers as possible. Our job is to deliver an innovative, interactive environment that meets these goals," Julie Cooling, Founder and CEO of RIA Database, said.

State Street Global Advisors and iShares will be the Marquee Sponsors at the live event. Additionally, industry experts and executives from various ETF providers and research firms will head discussions on innovative product ideas, sophisticated portfolio management, strategic investments in today's market environment and critical ETF issues.

About ETF Trends

ETF Trends is one of the leading websites for financial advisors, retail and institutional investors and the exchange-traded fund (ETF) industry at large. With a special focus on news, trends, analysis and the latest product information, ETF Trends seeks to educate both novice and experienced investors around the world about the many uses of ETFs. To learn more visit www.ETFtrends.com.

About RIA Database

RIA Database provides financial software and comprehensive profiles on RIAs, Bank/Trust Institutions, Registered Reps, Broker/Dealers and Family Offices. RIA Database services more than 400 financial institutions world-wide. To learn more visit www.RIADatabase.com.

Agenda

Keynote Session:

ETF Pundits Tackle the Top Issues: Opportunities and Predictions for 2012 11:00 am – 12:00 pm ET
Scott Burns, Director of ETF Research, Morningstar
Matt Hougan, President, ETF Analytics, IndexUniverse
Tom Lydon, Editor & Publisher, ETF Trends
Bill Gross, Founder, Managing Director and co-CIO, PIMCO

Hear the inside scoop from top ETF analysts. This no holds barred panel will give their thoughts and opinions about the ETF landscape, the regulatory outlook and best practices for investors using ETFs. Who's winning the ETF game? What asset classes are getting more attention in the New Year? What new ETFs will we see? Where are the chinks in the armor in the ETF business?

Track A

Searching for Yield Domestically and Globally with ETFs 12:30 – 1:30 pm ET
Burton Malkiel, Chief Investment Officer, Baochuan Capital
Jim Lowell, Editor, Fidelity Investor
Douglas Wolfe, Managing Director, Saddle River

The low yield environment has advisors searching along the risk/return spectrum for higher yielding exposures with goals of preserving principal. Explore the construction and performance of a wide range of indices domestically and globally that include treasuries, municipals, corporates, high yields, dividend aristocrats, preferreds, international/emerging dividend and sovereign opportunities and more.

Sector Weightings and Index Construction: Picking Your Spots with ETFs 1:50 – 2:50 pm ET
Sam Stovall, Chief Equity Strategist, S&P Capital IQ
Chris Brightman, Director, Head of Investment Management, Research Affiliates
Morgan White, Managing Director, Osborne Partners

Sector investing offers advisors the opportunity to tailor portfolios and invest based on the view of the business cycle – U.S. and global. Explore how index weightings and ETF construction can affect performance, risk and correlation to major asset classes. See how industry exposure and index strategies can make an impact on client portfolios.

Agenda

Track B

ETF Portfolios: Manage In-House or Outsource 12:30 – 1:30 pm ET
Sue Thompson, Head of the Registered Investment Advisor Group and 401(k) Sales, iShares
Stephen Cucchiaro, Chief Investment Officer, Windhaven Investment Management
Michael Kim, Senior Vice President, Genworth Financial
Mark Balasa, Principal, Co-President, and Chief Investment Officer, Balasa Dinverno Foltz, LLC

As ETFs continue to gain popularity, advisors are allocating a larger percentage of assets to ETFs in client portfolios and more want to learn about these financial products. While advisors are able to integrate ETFs into their own portfolio management, it is also feasible to look outside to ETF model portfolios. There are ETF solutions available to meet diverse client needs and delegating a portion of the investment responsibility can give advisors more time to focus on other aspects of their business or investment strategy. Find out what strategies advisors are implementing to take advantage of all the benefits ETFs have to offer for their clients.

Alternative Investing with ETFs: Hedging Risk in a Volatile Market 1:50 – 2:50 pm ET
Tony Rochte, Senior Managing Director, State Street Global Advisors
Joanne Hill, Head of Investment Strategy, ProShares
Tony Davidow, Managing Director and Portfolio Strategist, Guggenheim Investments
Martin Kremenstein, Director in DBX / CIO, Deutsche Bank

ETFs helped make alternative investing mainstream – commodities, currencies, inverse and leverage – find out how and where they fit into client portfolios. Alternatives offer diversification to supplement equity and fixed income positions. Understand how physical, equity-based, and futures based exposures have different correlations and performances with indices for global natural resources, infrastructure, REITs and commodities.

Speaker Biographies

Mark Balasa

Balasa Dinverno Foltz, LLC
Principal, Co-President, and Chief Investment Officer

He is a member of the firm's Investment Committee which oversees policy as well as strategic and tactical direction for the firm's investment portfolios. Mark has been named seven times as one of the "Best Financial Advisors" in the U.S. by Robb Report Worth magazine; one of the top "150 Financial Advisors" in the country by Medical Economics again in 2009; and one of the "Top 100 Planners in the Country" in Mutual Funds magazine for three consecutive years. Bloomberg chose Balasa Dinverno Foltz LLC as one of their top Wealth Managers for six consecutive years; and the firm was featured as the cover story for Financial Advisor magazine, as well as a follow-up story of the firm's continued growth.

Christopher Brightman, CFA

Research Affiliates
Director, Head of Investment Management

Chris has three decades of investment management experience spanning equities, fixed income, currency, and asset allocation. He has traded securities and derivatives, managed portfolios, supervised quantitative product development, and allocated assets to alternative investment strategies. He has extensive organizational and people management expertise. Prior to joining Research Affiliates, Chris served as board chair of The Investment Fund for Foundations (TIFF), chief executive officer of the University of Virginia Investment Management Company, chief investment officer of Strategic Investment Group, director of global equity strategy at UBS Asset Management, senior portfolio manager at Brinson Partners, vice president and head of asset/liability management at Maryland National Bank, and associate national bank examiner at the Comptroller of the Currency.

Scott Burns

Morningstar, Inc.
Director, ETF, Closed-End, and Alternative Fund Research Publisher

Scott Burns is director of exchange-traded, closed-end, and alternative fund research for Morningstar, responsible for managing Morningstar's global research efforts for these investment vehicles. In this role, he leads a team of analysts that cover more than 700 ETFs, 50 closed-end funds, and 40 alternative mutual funds and provide extensive commentary to individual investors, advisors, and institutions. He is also publisher of Alternative Investments Observer, a quarterly newsletter.

Steve Cucchiaro

Windhaven Investment Management
Chief Investment Officer

Stephen Cucchiaro is the Chief Investment Officer of Windhaven Investment Management, a Boston-based global asset management firm with over $7 billion in institutional and private client funds. Mr. Cucchiaro has conducted over 30 years of research and development of a proprietary model of the key economic, fundamental and behavioral relationships driving the global capital markets. He earned a B.S. in Mathematics at M.I.T. and an M.B.A. in Finance at Wharton, where he began to apply the principles of nonlinear dynamic systems from science and engineering to portfolio theory and investment management. Prior to founding Windward Investment Management (The portfolio management team of Windhaven Investment Management, Inc. was formerly with Windward Investment Management, Inc.), Mr. Cucchiaro held positions as a management consultant, senior economist and technology entrepreneur.

Tony Davidow

Guggenheim Investments
Managing Director and Portfolio Strategist

As managing director and portfolio strategist, Tony's primary focus is to provide strategic viewpoints on financial markets for the firm's ETF business. In this role, he is also responsible for developing, marketing and positioning the firm's ETF strategy and training key sales personnel on the use of these products. Tony joined the firm from IndexIQ, where he was executive vice president and head of distribution. Tony was responsible for building and managing IndexIQ's distribution business. He was responsible for creating content, gaining platform approvals and educating advisors about the role and use of their unique solutions. Previously, Tony was managing director and director of sales and training for Morgan Stanley's Consulting Services Group. He was responsible for CSG's training programs, including the CSG University Program, conducted at the University of Chicago. He was also executive director and director of business development for Graystone Wealth Management and senior vice president and director for Morgan Stanley's Institutional Consulting Group.

William H. Gross, CFA

PIMCO
Founder, Managing director and co-CIO

William H. Gross, CFA Mr. Gross is a founder, managing director and co-CIO of PIMCO based in the Newport Beach office. He has been with PIMCO since he co-founded the firm in 1971 and oversees the management of more than $1 trillion of securities. He is the author of numerous articles on the bond market, as well as the book, "Everything You've Heard About Investing is Wrong," published in 1997. Among the awards he has received, Morningstar named Mr. Gross and his investment team Fixed Income Manager of the Decade for 2000-2009 and Fixed Income Manager of the Year for 1998, 2000, and 2007 (the first three-time recipient).

Joanne Hill, Ph.D

ProShares Advisors, LLC
Head of Investment Strategy

Joanne spent over 25 years on Wall Street after starting her career in the academic world. Since early 2009 she has served as Head of Investment Strategy at ProShares Advisors, a premier provider of alternative exchange-traded funds, including leverage and inverse ETFs. Her responsibilities include portfolio strategy, research, and product development. Prior to joining ProShares, Ms. Hill spent 17 years at Goldman Sachs, where she was a Managing Director, leading global equity index and derivatives research, focusing on institutional strategies and implementation tools. Ms. Hill has published extensively on quantitative investment topics, index products, and derivatives

Matt Hougan

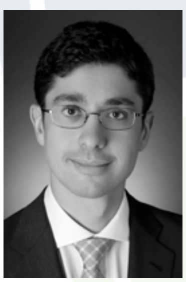
Index Universe
President and Global Head of Editorial

Matt Hougan is president of ETF Analytics and the global head of editorial for Index Universe LLC. In this position, he oversees the company's editorial efforts, including serving as editor-in-chief of the Exchange-Traded Funds Report and senior editor of the Journal of Indexes. He also spearheads the development of the ETF Analytics project. Hougan is quoted regularly in the Wall Street Journal, Barron's, Investor's Business Daily, Fortune, Forbes, TheStreet.com, MarketWatch.com and the Associated Press, and was recently named one of the 25 most influential people in the ETF industry. He is a regular guest on CNBC, and was recently named to Registered Rep's "Ten to Watch in 2012" list.

Michael Kim

Genworth Financial
Senior Vice President

Michael is responsible for Business and Channel Development. Michael has over 20 years of experience working with financial advisors in various different capacities. Prior to joining Genworth, Michael was a Senior Vice President at Fidelity Investments, responsible for functions including Sales Management, Relationship Management and Practice Management. For over 12 years, Michael provided solutions and leadership in working with independent investment advisors that used Fidelity Investments for custody of client accounts. Michael started his professional career at Coopers & Lybrand, LLC, a national public accounting firm, where he specialized in providing audit and consulting services to investment advisors, broker-dealers and mutual fund companies. Michael is a member of American Institute of Certified Public Accountants, and received his BA in Economics from UCLA.



Martin Kremenstein

Deutsche Bank
Director in DBX / CIO

Martin Kremenstein is a Director of Deutsche Bank's DBX North America business and serves as COO and CIO of three investment entities: DB Commodity Services LLC, a Commodity Pool Operator and Commodity Trading Advisor; DBX Strategic advisors, a Registered Investment Advisor; and DBX Advisors, a Registered Investment Advisor. Across Martin's three businesses he oversees the management of $14bn in ETF assets, primarily in commodity and currency funds, but also in equities and fixed income, too. Products managed include the PowerShares DB Commodity Index Tracking Fund (DBC), the PowerShares DB Agriculture Fund (DBA), The db-X MSCI EAFE Currency-Hedged Equity Fund (DBEF) and the PowerShares DB US Dollar Index Bullish Fund (UUP)..

Jim Lowell

Adviser Investments
Chief Investment Officer,
Editor, Fidelity Investor

James Lowell is a Money and Investing columnist for Forbes Magazine, and the Editor of the multiple award-winning independent newsletter, Fidelity Investor.
Mr. Lowell is also partner and Chief investment Officer of Adviser Investments, a private money management firm advising on over $2.3 billion, based in Newton, MA. (Adviser Investments receives no fees or compensation from any fund family, nor does it sell or promote investment or insurance products. It is a fee-only firm.) Before joining Adviser Investments, Lowell was the Chief Portfolio Strategist for the Boston-based investment bank of Adams, Harkness & Hill.

Tom Lydon

Global Trends Investments & ETF Trends
President

Tom Lydon is president of Global Trends Investments, editor and proprietor of ETFtrends.com. With more than 25 years experience in asset management, Mr. Lydon began his career with Fidelity Investments Institutional Division prior to launching Global Trends Investments and ETF Trends. Mr. Lydon is a frequent contributor to major print, radio and television media including Investor's Business Daily, Barron's, MarketWatch and Investment News. His popular seminar, "How to Manage a Million Dollar Portfolio" has been attended by thousands of investors around the country. Tom is also co-author of iMoney: Profitable ETF Strategies for Every Investor and The ETF Trend Following Playbook

Dr. Burton G. Malkiel

Baochuan Capital Management, LLC
Co-Founder, Chief Investment Officer

Dr. Burton G. Malkiel is a Co-founder, the Chief Investment Officer and Chairman of the Investment Committee of BaoCap. Prior to BaoCap he held similar positions at its predecessor firm. Dr. Malkiel is the Chemical Bank Chairman's Professor of Economics at Princeton University and the author of the widely read investment book, A Random Walk Down Wall Street. He was dean of the Yale School of Management and William S. Beinecke Professor of Management Studies. He is a past appointee to the President's Council of Economic Advisors, and is a past director of Princeton University Investment Management Company. He has long been associated with the Vanguard Group, the world's largest mutual fund company, and is currently a board member of Vanguard Europe. He holds B.A. and MBA degrees from Harvard and a Ph.D. degree from Princeton University. Dr. Malkiel began his career in the investment banking department of Smith Barney & Co.

Anthony Rochte

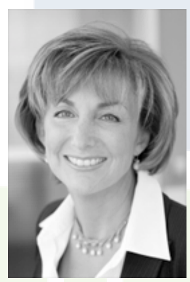
State Street Global Advisors
Senior Managing Director
Head of North American Intermediary Business Group

Anthony is Senior Managing Director and Head of the North American Intermediary Business Group for State Street Global Advisors (SSgA). He is responsible for leading the distribution, client service and strategy effort focused on financial intermediaries, banks and insurance companies. His efforts are focused on the SSgA mutual funds, SPDR exchange traded funds, alternative strategies and sub-advisory strategies. Anthony is on the Board of Directors within State Street Global Markets while also serving as an officer on the SPDR ETF Board. He is also a member of the Senior Management Group within State Street Global Advisors (SSgA).

Sam Stovall

S&P Capital IQ
Chief Equity Strategist

As chief investment strategist, Sam Stovall serves as analyst, publisher and communicator of S&P's outlooks for the economy, market, sectors and stocks. Stovall is a member of the S&P Investment Policy Committee, where he focuses on market history and valuations, as well as sector and industry recommendations. Stovall is also the author of The Standard & Poor's Guide to Sector Investing and "Stovall's Sector Watch," a page on businessweek.com, which focuses on market/sector history and sector/industry momentum. Stovall joined Standard & Poor's (S&P) in April 1989. Prior to S&P, he served Editor In Chief at Argus Research, an independent investment research firm in New York City.



Sue Thompson

iShares
Head of the Registered Investment Advisor Group and 401(k) Sales

Sue is overseeing the firm's iShares efforts with registered investment advisors, independent broker/dealers and asset managers. Prior to joining Barclays Global Investors (BGI, which merged with BlackRock in 2009) in 2007, Sue was a principal at Vanguard, heading the national sales team focused on national full service brokerage firms. She joined Vanguard in August 1999 as Senior Counsel, specializing in tax law and structured products. Prior to joining Vanguard, Sue was an attorney at Orrick, Herrington & Sutcliffe, LLP in California, specializing in public finance. She received her B.A. in Accounting from the University of Washington and J.D. from the University of California, Davis. In addition to holding her Series 7, 63 and 24 FINRA licenses, Sue is also a C.P.A. and holds her Certified Investment Management Analyst (CIMA) designation through the Investment Management Consultants Association in conjunction with the Wharton School at the University of Pennsylvania.

Morgan White

Osborne Partners Capital Management, LLC
Managing Director: Investment Team Member

Morgan is a Managing Director and Portfolio Manager in the Silicon Valley office of Osborne Partners Capital Management, LLC. In addition to working with his group of clients in planning and implementing their financial and investment programs, he also has responsibility for research on exchange traded funds and alternative assets. Morgan began managing personal and family assets in 1966. He began his professional career in 1974 with Bailard, Biehl & Kaiser, Inc. (now Bailard). While at BB&K, he was a portfolio manager and served on both the investment and financial planning committees

Douglas Wolfe

Saddle River Capital Management, LLC
Managing Director

Douglas Wolfe is Co-Owner and CIO of Saddle River Capital Management. Saddle River Capital manages 5 ETF portfolios for its retail and advisor clientele. He also is responsible for the management of an all ETF Hedge Fund. Doug received his BS in finance from Pennsylvania State University. He worked for 4 years as an equity and fixed income trader at Asiel & Co., in risk arbitrate and convertible arbitrage; then for 12 years, he was an equities trader at Salomon Smith Barney.

Sponsors

Marquee

State Street Global Advisors

SPDR® ETFs are a comprehensive fund family spanning an array of international and domestic asset classes. Offered by State Street Global Advisors, SPDR ETFs provide professional investors with the flexibility to select investments that are precisely aligned to their investment strategy. Recognized as the industry pioneer, State Street created the first ETF in 1993 (SPDR S&P 500® – Ticker SPY). Since then, we've sustained our place as an industry innovator through the introduction of many ground-breaking products, including first-to-market successes with gold, international real estate, international fixed income and sector ETFs.

iShares

iShares is the global product leader in exchange traded funds with over 460 funds globally across equities, fixed income and commodities, which trade on 19 exchanges worldwide. The iShares Funds are bought and sold like common stocks on securities exchanges. The iShares Funds are attractive to many individual and institutional investors and financial intermediaries because of their relative low cost, tax efficiency and trading flexibility. Investors can purchase and sell shares through any brokerage firm, financial advisor, or online broker, and hold the funds in any type of brokerage account. The iShares customer base consists of the institutional segment of pension plans and fund managers, as well as the retail segment of financial advisors and high net worth individuals.

Platinum

PowerShares

Invesco PowerShares is leading the Intelligent ETF Revolution through its family of more than 120 domestic and international exchange-traded funds (ETFs). PowerShares ETFs seek to outperform traditional benchmark indexes while providing advisors and investors access to an innovative array of focused investment opportunities.

ProShares

ProShares is a premier provider of alternative ETFs. Offering over 120 funds, including both geared (leveraged and inverse) and other alternative investment strategy ETFs, ProShares has more than $24 billion in assets under management (as of 11/30/2011). ProShares was the first to introduce geared ETFs in the United States in 2006 and is the world's largest provider.

Vanguard

Our philosophy is simple: Manage your risk through asset allocation, invest at cost, use time to compound your money, and stick with your plan. It's easy to get caught up in the emotion of Wall Street's mood swings and measure success in days. A better approach is to measure success in years.

Sponsors

Platinum

Guggenheim Investments

Guggenheim Investments offers investors a broad range of ETFs—domestic and international equity, fixed-income and currency— to provide the core building blocks for portfolios, access to hard-to-reach market segments, as well as targeted investment choices. As the ninth-largest U.S. ETF provider with $10 billion in assets

Gold

S&P Indices

S&P Indices, the world's leading index provider, maintains a wide variety of investable and benchmark indices to meet an array of investor needs.

Schwab ETF's

At Schwab, you'll find over 1,100 ETFs, plus pricing information and additional tools and resources.

Silver

Direxion Shares

Direxion Shares is a major provider of leveraged ETFs and alternative strategy ETFs for investment advisors.

The Options Industry Council

Giving you the Power of Options

Genworth Wealth Management

Genworth Wealth Management is an investment management and consulting firm dedicated to helping advisors build great businesses.

ETF Securities

ETF Securities is a leading, independent exchange-traded products provider with expertise in commodities.

PIMCO

We are a global investment management firm with over 1,700 dedicated

WallachBeth

We specialize in ETFs, listed equity options and index products, OTC derivatives, listed and OTC equities, and non-US equities.

FocusShares

FocusShares is committed to empowering investors with the freedom of choice: create your portfolio, your way.

Sponsors

Silver

Credit Suisse
Direxion Shares is a major provider of leveraged ETFs and alternative strategy ETFs for investment advisors.

Placemark Investments
Placemark Investments develops wealth management solutions, including Unified Managed Account programs for registered investment advisors.

Market Vectors ETFs
Equity ETFs
Municipal, International and Corporate Bond ETFs

UBS
UBS draws on its 150-year heritage to serve private, institutional and corporate clients worldwide, as well as retail clients in Switzerland.

For more information, visit www.ETFvirtual.com