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EGShares Launches Industry's First India Infrastructure Exchange-Traded Fund

NEW YORK--(BUSINESS WIRE)--EGShares, the first dedicated emerging markets sector ETF provider, today launched the EGShares India Infrastructure ETF (NYSE: INXX), the first ETF that offers investors exclusive access to Indian companies positioned to benefit from infrastructure development in India. The Emerging Global Shares Indxx India Infrastructure Index Fund invests in 30 of the largest locally traded Indian companies dedicated to the infrastructure industry.

"We are very excited about launching the world's first India Infrastructure ETF," said Robert Holderith, President and CEO of EGShares. "In our estimation, until today, India exposure through ETFs has been very limited and the offerings have been very similar. INXX can provide meaningfully different underlying holdings and industries from the handful of other India ETFs."

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The Indxx India Infrastructure Index is a 30 stock index with a mean free float market capitalization of \$11.19 billion. INXX charges a net expense ratio of 0.85% (gross expense ratio: 1.58%). The top five industry weights of the Index, as of 6/30/10, were Electricity (23.26%), Construction & Materials (16.86%), Industrial Metals & Mining (13.71%), Industrial Engineering (12.03%), and Mobile Telecom (10.09%), followed by Industrial Transportation, Oil & Gas Producers, Real Estate Investment & Services, Electronic & Electrical Equipment, and Alternative Energy.

According to Richard Kang, CIO and Director of Research at EGShares, "investors are searching for returns at this time of great economic uncertainty. We believe that in developed markets, not only are return expectations low, but yields on bonds and dividends are low and correlations between various return sources remain high. We remain convinced that the fundamental factors underlying the global shift in favor of this new world are related to demographics and urbanization. We believe the demand for natural resources, specifically for infrastructure development in the emerging markets, is a strong case for the prolonged trend of rising commodity prices. Furthermore, there are many additional industries that, when combined, form the infrastructure theme. We see this play to be strongest in the emerging markets and like our recent product offerings related to China and Brazil, we believe that a similar story is being played out in India."

The EGShares India Infrastructure ETF is the eighth ETF to be introduced by EGShares. Other ETFs include the EGShares India Small Cap ETF (SCIN), EGShares Brazil Infrastructure ETF (BRXX), EGShares China Infrastructure ETF (CHXX), EGShares Emerging Markets Metals/Mining ETF (EMT), EGShares Emerging Markets Energy ETF (EEO), EGShares Emerging Markets Financials ETF (EFN) and the EGShares Emerging Markets Composite ETF (EEG).

About Emerging Global Advisors LLC

Emerging Global Advisors LLC is an independent investment advisory firm and the sponsor of the EGShares family of Exchange-Traded Funds. The firm's thematic research focuses primarily on investor opportunities in the emerging markets. More information on the firm and its ETF products can be found at www.egshares.com. EGShares Exchange-Traded Funds are distributed by ALPS Distributors, Inc. Richard Kang and Robert Holderith are registered representatives of ALPS Distributors, Inc.

Carefully consider the Fund's investment objectives, risk factors and charges and expenses before investing. This and other information can be found in the Funds' prospectuses, which may be obtained by calling 1-888-800-4EGS (4347) or by visiting the fund's website www.egshares.com to view or download a prospectus. Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal. These funds are new and not suitable for all investors.

ETFs are subject to risks similar to those of stocks.

Emerging market investments do involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles, from economic or political instability in other nations or increased volatility and lower trading volume. This fund will concentrate its investments in issuers of one or more particular industries to the same extent that its Underlying Index is so concentrated and to the extent permitted by applicable regulatory guidance. Concentration risk results from maintaining exposure to issuers conducting business in a specific industry.

* This agreement will remain in effect and will be contractually binding at least until January 26, 2011.

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