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GAME ON - Exchange Traded Concepts Announces the One-Year Anniversary Performance for the FANZ ETF (CBOE: FANZ)

The Fund was the first ETF to track sports sponsorships as a potentially higher ROI activity for Corporate Spending.

New York, NY (July 13, 2018) – [Exchange Traded Concepts, LLC \(ETC\)](#), a leader in providing white label Exchange Traded Fund (ETF) solutions, in conjunction with SportsETFs, LLC – The Pro Sports Sponsors ETF (CBOE: FANZ) which tracks the Pro Sports Sponsors Index, today celebrated its one-year anniversary. Over the past year, the fund realized its intended goal of beating the S&P.

“We are thrilled to be working with SportsETFs to help Financial Advisors talk to millennial customers using sports as the common interest area and using FANZ to transition a conversation from the Golden State Warriors to what we view as a best in class diversified investments,” said J. Garrett Stevens, CEO of ETC.

“We are pleased that the ETF and the Index performed according to our expectations.” said Nick Fullerton, CEO of SportsETFs. “We are excited about the opportunity to continue our work with ETC and ETC Marketing Services on growing awareness of the FANZ ETF.”

FANZ focuses on the Official Corporate Partners of the core 4 U.S. Pro Sports Leagues. FANZ seeks to benefit from the advantage of the fierce loyalty of sports fans and their connection to teams and the companies who they partner with.

FANZ Fund Statistics (through 6/30/2018)

Goodness of Fit (R2)	0.75
Beta	1.06
Price to Earnings Ratio`	21.86
Price to Book Ratio	3.18

Goodness of Fit or R-squared is a statistical measure that represents the proportion of the variance for a dependent variable that's explained by an independent variable. In investing, R-squared is generally considered the percentage of a fund or security's

movements that can be explained by movements in a benchmark index.

Beta is a measure of the volatility, or systematic risk, of a security or a portfolio in comparison to the market as a whole. Beta is used in the capital asset pricing model (CAPM), a model that calculates the expected return of an asset based on its beta and expected market returns.

The Price to Earnings Ratio indicates the dollar amount an investor can expect to invest in a company in order to receive **one dollar** of that company's earnings. This is why the P/E is sometimes referred to as the price multiple because it shows how much investors are willing to pay per dollar of earnings.

Price to Book Ratio (P/B Ratio) is a ratio used to compare a stock's market value to its book value. It is calculated by dividing the current closing price of the stock by the latest quarter's book value per share.

Past Performance is not indicative of future results. FANZ statistics and industry breakdowns are for the actual FANZ security holdings as of the listed date.

FANZ Performance					
	(as of 6/30/18)			(as of 7/11/18)	
	NAV	Market Price Return	NAV	Market Price Return	
One-Month	1.07%	1.42%	0.07%	0.31%	
Three-Month	5.35%	4.85%	5.77%	5.43%	
Year-to-Date	2.71%	2.42%	4.70%	4.53%	
One-Year	14.53%	14.19%	16.75%	17.09%	
Since Inception (07/11/2017, Annualized)	14.53%	14.19%	16.75%	17.09%	

Performance data quoted represents past performance and is no guarantee of future results. Current performance may be lower or higher than the performance data quoted. Investment return and principal value will fluctuate so that an investor's shares, when redeemed, may be worth more or less than original cost. Returns less than one year are not annualized. For the Fund's most recent month end performance, please visit www.sportsetf.com. The Fund has an expense ratio of 0.69%.

“Sports bring out the competitor in all of us, we choose to invest in companies that express that competitive spirit through Sports Sponsorships” Said Nick Fullerton “We believe that companies that continue to invest heavily in marketing will potentially grow top line revenue to further growth, and those companies who choose Sports Partnership within the marketing spend will potentially have a better ROI than traditional marketer’s.” The FANZ team recommends adding FANZ as a diversifier to your large cap equity position. Especially if you are a sports fan and understand brand loyalty, FANZ could be right for you or not. But that's what makes Sports and the Market so interesting; everybody has an opinion!

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About Exchange Traded Concepts

[Exchange Traded Concepts \(ETC\)](#) is the leading investment advisor with a turnkey ETP platform that provides time sensitive and cost-effective methods to bring an Exchange

Traded Fund to market. Seasoned ETF professionals have the experience plus the industry expertise required to navigate the complexities of launching, marketing, distributing and managing an ETF. ETC provides firms with the guidance necessary to maintain full regulatory compliance. With 29 funds and more than \$5.5 billion in AUM, ETC is one of the recognized leaders in helping firms develop intelligent investment solutions within the ETF universe for all types of asset classes.

About SportsETFs, LLC

SportsETFs, LLC is a privately held company with a passion for sports and investing. We are dedicated to creating products that allow investors to align themselves with the companies that partner with professional sports leagues.

Disclosures

Before investing you should carefully consider the Fund's investment objectives, risks, charges and expenses. This and other information is in the prospectus, a copy of which may be obtained by visiting the Fund's website at www.sportsetf.com. Please read the prospectus carefully before you invest. Foreside Fund Services, LLC, distributor.

Investing involves risk, including possible loss of principal. Investments in foreign securities may involve risks such as social and political instability, market illiquidity, exchange-rate fluctuations, a high level of volatility and limited regulation. Investing in emerging markets involves different and greater risks, as these countries are substantially smaller, less liquid and more volatile than securities markets in more developed markets. The Fund may invest a relatively large percentage of its assets in securities denominated in non-U.S. currencies, the values of which may be affected by changes in the currency rates or exchange control regulations. To the extent the Fund invests a significant portion of its assets in the securities of companies of a single country or region, it is more likely to be impacted by events or conditions affecting that country or region. The Fund's return may not match or achieve a high degree of correlation with the return of the Index.

To the extent the Fund's investments are concentrated in or have significant exposure to a particular issuer, industry or group of industries, or asset class, the Fund may be more vulnerable to adverse events affecting such issuer, industry or group of industries, or asset class than if the Fund's investments were more broadly diversified. Small and mid-capitalization companies may be more vulnerable to adverse business or economic events than larger, more established companies. Issuer-specific events, including changes in the financial condition of an issuer, can have a negative impact on the value of the Fund. The Fund is not actively managed and therefore the Fund would not sell shares of an equity security unless that security is removed from the Index or the selling of shares is otherwise required upon a rebalancing of the Index. Diversification may not protect against market risk.

Shares are bought and sold at market price (closing price) not net asset value (NAV) and are not individually redeemed from the Fund. Market price returns are based on the

midpoint of the bid/ask spread at 4:00pm Eastern Time (when NAV is normally determined) and do not represent the return you would receive if you traded at other times.