The Master Income ETF (NYSE: HIPS) Gets Nominated for "Best New Asset Allocation ETF"

New York, January 26, 2016 - ETF.com, an independent leading exchange traded funds (ETF) research and analysis company, announced on January 19 2016 that The Master Income ETF (NYSE: HIPS) has been selected as a 'finalist' for "Best New Asset Allocation ETF" for the 2015 ETF.com Awards. According to ETF.com, "Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry".

The selection committee is comprised of independent industry experts.

Smart beta ETFs, a category that includes asset allocation ETFs, has seen tremendous growth in 2015. According to ETFGI, the ETF research consultancy, smart-beta ETFs attracted net inflows of $53.7 billion in the first 10 months of 2015.

The 3rd Annual ETF.com Awards ceremony, where results will be announced, is to be held in New York City on March 16, 2016, at the Lighthouse on Chelsea Piers.

About ETF.Com Awards

ETF.com was founded in 2001. It is the world's leading authority on exchange-traded funds. ETF.com delivers clear, independent and authoritative education and analysis about ETFs online, in print and at its industry-leading events. The firm's marquee properties include its website (ETF.com), its print publications (ETF Report and ETF Report UK) and its conferences, highlighted by the largest ETF conferences in the world, Inside ETFs and Inside ETFs Europe. Each year, ETF.com assigns Awards to the best products, service providers and research houses in the ETF industry.

About HIPS

The Master Income ETF seeks to track the total return performance, before fees and expenses, of the TFMS HIPS 300 Index. The Index is constructed to capture 300 high income securities, typically with pass-through structures, across the following sectors: (i) closed-end funds, (ii) mortgage real estate investment trusts (REITs), (iii) commercial equity REITs, (iv) residential/diversified REITs, (v) asset management and business development companies ("BDCs"), and (vi) energy production and energy transportation & processing companies.

Carefully consider the Funds' investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' prospectus, which may be obtained by calling 800-617-0004 or by visiting www.masterincomeetf.com. Read the prospectus carefully before investing.

Investing involves risk; Principal loss is possible. Investments in debt securities typically decrease when interest rates rise. This risk is usually greater for longer term debt securities. Investments in lower rated and non-rated securities present a greater risk of loss to principal and interest than higher rated securities. Investments in foreign securities involves greater volatility and political, economic, and currency risks and differences in accounting methods. Investments in smaller companies involve additional risks, such as limited liquidity and greater volatility. MLPs are subject to certain risks inherent in the structure of MLPs, including complex tax structure risks, limited ability for election or removal of management, limited voting rights, potential dependence on parent companies or sponsors for revenues to satisfy obligations, and potential conflicts of interest between partners, members and affiliates. Investments in asset-backed and mortgage-backed securities include additional risks including credit risk, prepayment risk, possible illiquidity and default, as well as increased susceptibility to adverse economic developments. A REIT's share price may decline because

of adverse developments affecting the real estate industry. Unlike mutual funds, ETFs may trade at a premium or discount to their net asset value. An investment in the Fund does not receive the same tax advantages as a direct investment in a Pass-Thru Security. Funds accrue deferred income taxes for future tax liabilities associated with the portion of Pass-Thru Security distributions considered to be a tax-deferred return of capital and for any net operating gains as well as capital appreciation of its investments. This deferred tax liability is reflected in the daily NAV and as a result the Fund's after-tax performance could differ significantly from the underlying assets even if the pre-tax performance is closely tracked. The potential tax benefits from investing in Pass-Thru Securities depend on them being treated as partnerships for federal income tax purposes.

ETF.com Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry. *Step 1:* The awards process began with an open nominations process, which started Dec. 1 and closed Dec. 31. Interested parties were invited to submit nominations. Self-nominations were accepted. *Step 2:* Following the open nominations process, the ETF.com Awards Nominating Committee—made up of senior leaders at ETF.com and senior members of the FactSet ETF team (whose data powers the ETF.com website) — voted to select up to five finalists in each category. Votes were cast on a majority basis, and ties broken, where possible, with head-to-head runoff votes. If ties could not be broken, more than five finalists were allowed. The nomination voting was completed on Jan. 11, 2016. *Step 3:* Winners among these finalists will be selected by a majority vote of the ETF.com Awards Selection Committee, a group of independent ETF experts from throughout the ETF community. Committee members will recuse themselves from voting in any category in which they or their firms appear as finalists. Ties will be decided, where possible, with head-to-head runoff votes.

The Best New Asset Allocation ETF – 2015 will be awarded to the most important ETF launched in 2015 that combines exposure to multiple asset classes. Note: Importance is measured by the overall contribution to positive investor outcomes. The award may recognize an ETF that opens new areas of the market, lowers costs, drives risk-adjusted performance or provides innovative exposures not previously available to most investors. Only ETFs with inception dates after Jan. 1, 2015, are eligible. The ETF must be classified by FactSet as an asset allocation ETF to qualify.

The TFMS HIPS 300 Index is constructed to capture 300 high income securities, typically with pass-through structures, across the following sectors: (i) closed-end funds ("CEFs"), (ii) mortgage real estate investment trusts ("REITs"), (iii) commercial equity REITs, (iv) residential/diversified REITs, (v) asset management and business development companies ("BDCs"), and (vi) energy production and energy transportation & processing companies. Energy-related companies included in the Index are expected to primarily be structured as master limited partnerships ("MLPs"). CEFs included in the Index are limited to taxable, debt-based funds and may include CEFs that invest primarily in bank loans, high-yield securities (also known as "junk bonds"), foreign securities (including those in emerging markets), and mortgage- or asset-backed securities. One may not directly invest in an index. It is not possible to invest in an index.

Smart beta ETFs use a quantitative, research-driven approach to attempt to deliver superior long-term risk-adjusted returns.

Exchange Traded Concepts, LLC serves as the investment advisor and Master Income ETF. The Funds are distributed by Quasar Distributors, LLC, which is not affiliated with Exchange Traded Concepts, LLC or any of its affiliates.

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