



FOR IMMEDIATE RELEASE

CONTACT: James Doyle
JCPR
973-850-7308
jdoyle@jcprinc.com

DIREXION EXPANDS BUY-AND-HOLD PRODUCTS WITH TWO RULES-BASED ALPHA SEEKING INDEX ETFS

Insider Sentiment Shares ETFs Offer Investors a Strategy to Further Diversify Portfolios Beyond Traditional Asset Allocation

BOSTON – December 8, 2011 – [Direxion](#), a leader in alternative investment solutions, is pleased to announce that it has launched two exchange-traded funds, Direxion All Cap Insider Sentiment Shares and Direxion Large Cap Insider Sentiment Shares.

The Direxion All Cap Insider Sentiment Shares ETF (Fund Symbol: KNOW) seeks investment results, before fees and expenses, that track the Sabrient Multi-Cap Insider/Analyst Quant-Weighted Index. The Direxion Large Cap Insider Sentiment Shares ETF (Fund Symbol: INSD) seeks investment results, before fees and expenses, that track the Sabrient Large-Cap Insider/Analyst Quant-Weighted Index.

The new ETFs offer various benefits to investors, including a verifiable and repeatable rules-based index approach to equity investing. They provide investors with access to stocks that corporate insiders are accumulating, and they focus on insider transactions and analyst ratings based on public company filings to determine weightings within the indices they track. The indexes allocations to various sectors can vary significantly from traditional cap-weighted equity benchmark weightings and the strategies seek to provide alpha (excess return) over comparable benchmarks.

“We are committed to providing advisors and investors with the opportunity to invest in buy-and-hold equity strategies that allow them to differentiate themselves within the marketplace” said, Ed Egilinsky, Managing Director and Head of Alternatives at Direxion. “Investors are always looking for ways to try and generate excess returns within their equity portfolios. These equity indices are unique in that they are not constrained by either style box or sector allocation limitations, as are the majority of typical equity investments.”

For more information about Direxion, please contact James Doyle at 973-850-7308 or jdoyle@jcprinc.com.

About Direxion

[Direxion Funds](#) and [Direxion Shares](#), managed by Rafferty Asset Management, LLC, offer leveraged index funds, ETFs and alternative-class fund products for investment advisors and sophisticated investors who seek to effectively manage risk and return in both bull and bear markets. Founded in 1997, the company has approximately \$7.5 billion in assets under



management as of 9/30/11. The company's business model is built on continuous product innovation, exceptional customer service and a commitment to building strategic relationships with distribution partners. For more information, please visit www.direxionfunds.com or www.direxionshares.com.

Disclosure:

An investor should consider the investment objectives, risks, charges, and expenses of the Direxion Shares carefully before investing. The [prospectus and summary prospectus](#) contain this and other information about Direxion Shares. To obtain a prospectus or summary prospectus, please contact the Direxion Shares at 800.851.0511. The prospectus or summary prospectus should be read carefully before investing.

Investing in the funds may be more volatile than investing in broadly diversified funds. Diversification does not protect against losses or ensure gains.

Risks:

The Risks associated with the Direxion Large Cap and All Cap Insider Sentiment Shares include: Adverse Market Conditions Risk, Adviser's Investment Strategy Risk, Counterparty Risk, Derivatives Risk, Futures and Forward Contracts Risk, Hedging Risk, Options Risk, Swap Risk, Early Close/Trading Halt Risk, Equity Securities Risk, High Portfolio Turnover Risk, Liquidity Risk, Market Risk, Non-Diversification Risk, Regulatory Risk, Risks of investing in other Investment Companies and ETFs, Tax and Distribution Risk, Tracking Error Risk, and Special Risks of Exchange-Traded Funds. For specific details regarding each risk, please see the prospectus.

Distributor: Foreside Funds Services, LLC.