

Direxion Shares: News

Treasury ETFs to Change Target Indexes:

(TYD, TYO, TMF, TMV)

The Board of Trustees of Direxion Shares ETF Trust has approved a change in names, investment objectives, principal investment strategies and indices on the following ETFs, effective Friday, September 17th, 2010:

Symbol	Current Fund Name	New Fund Name
TYD	Daily 10-Year Treasury Bull 3x Shares	Daily 7-10 Year Treasury Bull 3x Shares
TYO	Daily 10-Year Treasury Bear 3x Shares	Daily 7-10 Year Treasury Bear 3x Shares
TMF	Daily 30-Year Treasury Bull 3x Shares	Daily 20 Year Plus Treasury Bull 3x Shares
TMV	Daily 30-Year Treasury Bear 3x Shares	Daily 20 Year Plus Treasury Bear 3x Shares

In addition, the following corresponding indices will change as shown in the table below:

Current Index Name	New Index Name
NYSE Current 10 – Year U.S. Treasury Index	NYSE 7-10 Year Treasury Bond Index
NYSE Current 30 – Year U.S. Treasury Index	NYSE 20 Year Plus Treasury Bond Index

About the new Indices

The new NYSE indices are multi-security indices that include all qualified U.S. Treasury bonds. Bonds eligible for inclusion must be: U.S. Treasury Bonds; bullet or callable issues with fixed coupon payments; denominated in U.S. dollars; and have a maturity of 7-10 years at issuance for the NYSE 7-10 Year Treasury Bond Index and 20 or more at issuance for the NYSE 20 Year Plus Treasury Bond Index. The new NYSE indices rebalance monthly, after the close of trading on the last business day of each month, with coupons re-invested in the index. The weighting of the bonds in each index is reset during the rebalance to represent the market value of each issue.

For question regarding these changes, please contact Direxion Shares at 866-476-7523.

Disclosure:

Shares of DirexionShares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Market Price returns are based upon the midpoint of the bid/ask spread at 4:00 PM Eastern time (when NAV is normally determined), and do not represent the returns you would receive if you traded shares at other times.

An investor should consider the investment objectives, risks, charges, and expenses of Direxion Shares carefully before investing. The prospectus and summary prospectus contains this and other information about Direxion Shares. To obtain a prospectus and summary prospectus, please visit www.direxionshares.com. The prospectus and summary prospectus should be read carefully before investing.

Investing in the funds may be more volatile than investing in broadly diversified funds. The use of leverage by a fund increases the risk to the fund. The more a fund invests in leveraged instruments the more the leverage will magnify gains or losses on those investments. There is no assurance that the Funds will achieve their objectives and an investment in a Fund could lose money. No single Fund is a complete investment program. The funds are not designed to track the underlying index over a longer period of time.

The Funds are not suitable for all investors. The Funds should be utilized only by sophisticated investors who (a) understand the risks associated with the use of leverage, (b) understand the consequences of seeking daily leveraged investment results, (c) understand the risk of shorting and (d) intend to actively monitor and manage their investments on a daily basis. Investors who do not understand the Funds or do not intend to manage the Funds on a daily basis should not buy the Funds.

The risks associated with the funds are detailed in the prospectus which include adverse market condition risk, adviser's investment strategy risk, aggressive investment techniques risk, concentration risk, counterparty risk, credit and lower-quality debt securities risk, equity securities risk, currency exchange risk, daily correlation risk, daily rebalancing and market volatility risk, depository receipt risk, foreign and emerging markets securities risk, sector securities risk, interest rate risk, inverse correlation risk (Inverse Fund or Inverse ETF), leverage risk, market risk, non-diversification risk, shorting risk, small and mid cap company risk, tracking error risk, market timing activity and high portfolio turnover risk, investing in other investment companies and ETFs risk, commodities securities risk, geographic concentration risk, valuation time risk, derivatives risk, commodity-linked derivatives risk, wholly-owned subsidiary risk, tax risk, options and futures contracts risks, security selection risk, Debt Instrument Risk, Gain Limitation Risk, Real Estate Investment Risk, U.S. Government Securities Risk, and Special Risks of Exchange-Traded Funds. Shorting securities occurs when investors sell securities they don't own and are committed to repurchasing eventually.

[Foreside Fund Services, LLC](#). distributor for Direxion Shares