



ETF Industry Veteran Christian Magoon Formally Launches Amplify® Exchange Traded Funds

Multi-Faceted ETF Platform Built to Offer Innovative, First-to-Market Concepts

Chicago, Illinois — (February 24, 2016) — Amplify Investments, a registered investment advisor (RIA) founded by ETF industry veteran Christian Magoon, announces the launch of [Amplify® Exchange Traded Funds \(Amplify ETFs\)](#), a platform built to introduce innovative investment strategies and market segments into the ETF marketplace. Amplify’s team of highly experienced professionals seeks to provide a full range of marketing, distribution and operational support to distinguish itself in the increasingly competitive ETF landscape.

Amplify Development, an affiliate of Amplify Investments, is also active in the ETF marketplace and provides strategic support to compelling third-party ETFs that do not use the Amplify ETF brand or trust. In the fourth quarter of 2015, Amplify Development entered into its first strategic ETF agreement.

“I look forward to working with the team at Amplify and our strategic partners to continue contributing to the ETF revolution,” said Magoon. “I believe Amplify ETFs and Amplify Development’s positioning in the ETF marketplace will provide investors with access to investment strategies and market segments previously unavailable in ETF form.”

An experienced strategist and thought leader in the ETF industry, Magoon has been involved in more than 50 ETF launches in the U.S. to date. He is the founder of YieldShares LLC, a business unit that will become part of Amplify Investments. In 2010, Christian formed Magoon Capital a consulting firm focused on ETF product development. In 2014, the firm was involved in the launch of the first cyber security ETF in the United States.

Magoon previously served as President of Claymore Securities (now Guggenheim Investments), where he led the firm’s product development, distribution and marketing efforts in ETFs, unit investment trusts and closed-end funds. In his tenure, he created one of the fastest growing ETF businesses in the U.S., garnering more than \$3 billion in assets under management in three years.

The first Amplify-branded ETF is anticipated to launch in March 2016.

Investors can learn more at AmplifyETFs.com.

About Amplify ETFs

Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Using those benefits as a foundation, Amplify builds ETFs powered by investment strategies from leading index providers and asset managers within unique market segments. The firm’s multi-layered approach seeks to amplify opportunities for investors. Amplify ETFs are managed by Amplify Investments, LLC, a registered investment advisor. The firm was founded by Christian Magoon, an ETF veteran, who has launched over 50 ETFs in the United States to date.



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Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's statutory and summary prospectus, which may be obtained by calling 855-267-3837. Read the prospectus carefully before investing.

The information in this communication is not complete and may be changed. We may not sell these securities until the registration statement filed with the Securities and Exchange Commission is effective. This communication is not an offer to sell these securities and is not soliciting an offer to buy these securities in any state where the offer or sale is not permitted.

Investing involves risk, including the possible loss of principal. The fund is new with limited operating history. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns.

Amplify ETFs are distributed by Quasar Distributors LLC.