



## **Horizons Exchange Traded Funds Launches New Advisor Classes on Alternative Strategies**

**Toronto, October 27, 2011** – Horizons Exchange Traded Funds Inc. (“**Horizons ETFs**”) and its affiliate AlphaPro Management Inc. are pleased to announce the launch of Advisor Classes on the Horizons Seasonal Rotation ETF and the Horizons Gartman ETF, two actively managed exchange traded funds that employ alternative investment strategies (collectively, the “**ETFs**”).

The Advisor Classes are new classes of the existing ETFs. Advisors will be directly compensated with a service fee on a trailing quarterly basis (the “**Service Fee**”). The only difference between the Adviser Classes and existing Class E units of the ETFs is that the Advisor Classes charge higher management fees that include the Service Fees paid to the advisor. The purchase and sale process for the Advisor Classes is identical to that of any other exchange traded funds listed on the Toronto Stock Exchange.

The Advisor Classes of the ETFs will begin trading on the Toronto Stock Exchange (“**TSX**”) today.

The name, ticker symbol and Service Fee for the ETFs are as follows:

<b>ETF Name</b>	<b>Ticker Symbol</b>	<b>Annual Service Fee</b>
Horizons Seasonal Rotation ETF	HAC.A	0.75%
Horizons Gartman ETF	HAG.A	0.75%

The Horizons Seasonal Rotation ETF is advised by Horizons Investment Management Inc., and utilizes a proprietary, seasonal rotation investment strategy developed by research analysts Don Vialoux and Brooke Thackray.

Brooke Thackray and Don Vialoux are prolific market commentators, authoring books, newspaper columns and appearing regularly on news outlets such as BNN.

Their strategy’s core position consists of broad markets at seasonally favourable times of the year, and money market securities at seasonally unfavourable times of the year. The strategy allocates from the core portfolio to various sectors when those sectors offer favourable opportunities. Rotating a portfolio in anticipation of these opportunities is designed to deliver returns that are superior to a static investment in broad markets. As seasonal periods are never the same, this investment strategy is supported by additional fundamental and technical analysis

The investment objective of the Horizons Seasonal Rotation ETF is to seek to provide long term capital appreciation in all market cycles by tactically allocating its exposure amongst equities, fixed income, commodities and currencies during periods that have historically demonstrated seasonal trends.

The sub-advisor of the Horizons Gartman ETF is The Gartman Letter, L.C. founded by Dennis Gartman. The Gartman Letter™, written by Mr. Gartman, provides daily macro-economic and trading-oriented commentary, with particular emphasis on fixed income, foreign exchange, equity indices, precious metals, energy and agricultural commodities.

Mr. Gartman is one of the most high profile and sought-after market commentators on the continent. Mr. Gartman appears often on CNBC, BNN and Bloomberg television, discussing commodities and the capital markets, and speaks before various associations and trade groups around the world.

The investment objective of the Horizons Gartman ETF is to provide investors with the opportunity for capital appreciation through exposure to the investment strategies of the sub-advisor. The Horizons Gartman ETF uses equity securities, futures contracts and exchange traded funds to provide long and short exposure to multiple asset classes which may include but are not limited to global equities, commodities, fixed income and currencies.

*“We are very pleased to offer Advisor Class units on these two innovative investment strategies,”* said Howard Atkinson, CEO of Horizons ETFs. *“Brooke, Don and Dennis are practically household names with Canadian financial advisors. These new Advisor Classes give Canadian investment advisors more flexibility in how they can incorporate these investment strategies into their book of business.”*

The Advisor Classes have closed the offering of their initial units and will begin trading today on the TSX when the market opens this morning.

**About Horizons Exchange Traded Funds Inc.** ([www.horizonsetfs.com](http://www.horizonsetfs.com))

Horizons ETFs is an innovative financial services company offering the Horizons ETFs family of ETFs. The Horizons ETFs family includes a broadly diversified range of investment tools with solutions for investors of all experience levels to meet their investment objectives in a variety of market conditions. With approximately \$3.1 billion in assets under management and 75 ETFs listed on the TSX, the Horizons ETFs family makes up the largest selection of ETFs in Canada. Horizons ETFs is a member of the Jovian Capital Corporation (TSX: JOV) group of companies.

**For further information:**

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