



## **HORIZONS ETFs BECOMES FIRST ETF PROVIDER IN THE WORLD TO LAUNCH AN APPLICATION FOR BLACKBERRY SMARTPHONES**

**Toronto, January 6, 2010** – Horizons Exchange Traded Funds Inc. ("**Horizons ETFs**"), the exclusive distributor of the Horizons BetaPro Exchange Traded Funds and the Horizons AlphaPro Exchange Traded Funds, is pleased to announce that it will become the first exchange traded fund ("**ETF**") provider in the world to offer an interactive application for BlackBerry® smartphones. The **Horizons ETFs Application** will provide increased flexibility to investing by allowing BlackBerry smartphone users to track their holdings without being in front of their computer. This convenient, first-of-its-kind application features:

- Mobile access to Horizons ETF information
- Increased transparency with the ability to see current pricing (data delayed by 15 minutes)
- A mock portfolio to track selected Horizons ETFs
- Links to all press releases and media coverage of Horizons ETFs

With access to current pricing, learning modules and portfolio construction tools on Horizons and the ETF marketplace, the **Horizons ETFs Application** shows the importance of making ETF investing more transparent and flexible.

*"The leading edge capabilities of BlackBerry smartphones have transformed how we do business,"* said Howard J. Atkinson, President of Horizons ETFs. *"We are pleased to be at the forefront of this initiative to provide greater access to accurate information for investors."*

Though users cannot currently trade ETFs using the **Horizons ETFs Application** for BlackBerry® smartphones, Horizons intends to grow the functionality of the application and will continue to work with both partners and users to ensure the best user experience.

In celebration of the launch, Horizons ETFs will be ringing the opening bell at the Toronto Stock Exchange this morning. For additional information about Horizons ETFs or the **Horizons ETFs Application**, please visit [www.HorizonsETFs.com](http://www.HorizonsETFs.com).

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

Horizons Exchange Traded Funds Inc. is a leading provider of innovative investment solutions allowing investors to profit or protect in various market conditions, or to reduce their risk by hedging their existing market exposure. Horizons ETFs is the exclusive distributor of Horizons BetaPro ETFs and Horizons AlphaPro ETFs.

BetaPro Management Inc., the manager and the trustee of Horizons BetaPro ETFs, offers three types of structures: Bull+/Bear+ leveraged ETFs, Single ETFs, and Inverse ETFs. The HBP Bull+ ETFs and HBP Bear+ ETFs are designed to provide daily investment results, before fees and expenses, that correspond to double the daily performance, or double the inverse daily performance, respectively, of their specified underlying index or benchmark. The HBP Inverse ETFs are designed to provide daily investment results, before fees and expenses, that correspond to one times the inverse of their specified underlying index or benchmark. The HBP Single ETFs are designed to provide investment results, before fees, expenses, distributions, brokerage commissions and other transaction costs, that endeavour to correspond to the performance of its specified underlying index. BetaPro is a subsidiary of Jovian Capital Corporation ("JOV:TSX") and manages approximately \$2.4 billion amongst 38 ETFs as of December 31, 2009.

AlphaPro Management Inc., the manager and the trustee of the Horizons AlphaPro ETFs, is Canada's sole provider of actively managed ETFs. AlphaPro is a subsidiary of BetaPro Management Inc. and manages approximately \$126 million across 4\* ETFs as of December 31, 2009.

\*Certain Funds currently trade on the exchange as closed-end funds and will convert to ETFs as per their prospectus.

**For Further Information Contact:**

Howard Atkinson, CFA, CIMA, ICD.D  
President, Horizons ETFs Inc.  
416.777.5167  
hatkinson@horizonsetfs.com

Joanne Kearney  
Fleishman-Hillard Canada  
416.645.8180  
joanne.kearney@fleishman.ca

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