

## **RYDEX | SGI ENHANCES GETALTS.COM SITE TO MEET ADVISORS' DEMAND FOR ALTERNATIVE INVESTMENTS EDUCATION**

*Financial professional-only portion of micro-site features new tool designed to help assess the impact of adding different alternative strategies to an investment portfolio*

**June 28, 2010...Rockville, MD**— Rydex|SGI today unveiled a designated financial professional area to its alternative investments educational web site, GetAlts.com. In addition to providing an overview of various types of alternatives and how they can be accessed, GetAlts.com now features more advanced investment content, including white papers and thought pieces, as well as a hypothetical portfolio tool geared especially to advisors. In response to advisor feedback, GetAlts.com also offers an “Ideas for Discussing Alts” section that provides ideas on how to broach the subject of alternatives in a portfolio with clients. Financial professionals can access these new sections of the site at [GetAlts.com/fp](http://GetAlts.com/fp), using a user ID and password.

“We are seeing that many advisors believe that traditional stock/bond/cash asset allocation does not provide sufficient portfolio diversification and they are looking to the asset management industry to provide education surrounding the use of alternative investments,” says Sanjay Yodh, managing director, alternative investments at Rydex|SGI. “Asset allocation and risk management are two key concepts that we explore in the financial professional section of GetAlts.com.”

At GetAlts.com, financial professionals can leverage a hypothetical allocation tool to see how adding various alternative strategies to a historical portfolio might have impacted its risk/return profile. The tool enables advisors to adjust traditional 60/40 equity and fixed-income allocations to add incremental exposure to common alternative investments and hedge fund strategies, including: managed futures, long/short commodities, long/short equity, event driven and equity market neutral. Alternative allocations can be taken from equity or fixed-income allocations, or equally from the two.

“While many in the industry continue to view alternatives as a single investment category, we believe that investors should have a clear understanding of the unique risk/return characteristics of individual alternative strategies when building a portfolio,” says Yodh. “GetAlts.com offers a step in this direction.”

According to the Rydex|SGI Financial Advisor Alternatives Survey (Winter 2010)<sup>1</sup>, financial professionals have a significant appetite for education surrounding alternative investments. Registered investment advisors (RIAs) are universally interested in

enhancing their knowledge about alternative investments, while 86% of brokers said they would carve out time to learn more about using alternatives. The majority of advisors surveyed (76%) prefer web-based educational materials over traditional means of education such as wholesaler presentations and print collateral.

"As a pioneer in bringing alternative strategies mainstream, Rydex|SGI is committed to delivering high quality, value-add education in addition to a comprehensive suite of alternative investment offerings," says Richard Goldman, CEO, Rydex|SGI. "The latest enhancements to GetAlts.com reflect our commitment to the alternative investments space and we look forward to continuing to incorporate investor and advisor feedback into the ongoing development of this site."

Along with a new financial professional section, enhancements to the investor version of Rydex|SGI's GetAlts.com include an alternative investments video, weekly facts on alternative investing and a glossary of common alternative investment terms.

*<sup>1</sup> Security Global Investors in conjunction with Amplitude Research conducted the Rydex|SGI Financial Advisor Alternatives Survey in November-December 2009. The survey was conducted with 291 financial professionals (100 RIAs, 94 independent brokers and 97 wirehouse brokers). RIA participants had investable assets of more than \$100 million. This data is for informational purposes only. Amplitude Research is not affiliated with Security Global Investors. Although Security Global Investors believes the information from this organization is correct, it cannot, and does not, guarantee or warrant the completeness or suitability of this information. The information is subject to change at any time based on market conditions and should not be construed as a recommendation of any specific security or strategy.*

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*Investing in alternative investments may not be suitable for all investors and involves special risks such as risk associated with short sales, leveraging the investment, potential adverse market forces, regulatory changes and potential illiquidity. Investing in alternative strategies presents the opportunity for significant losses. There is no assurance that the investment objective will be attained. Diversification neither assures a profit nor eliminates the risk of experiencing investment losses.*

***Read the fund's prospectus carefully before investing. It contains the fund's investment objectives, risks, charges, expenses and other information. Obtain a prospectus at [www.rydex-sgi.com](http://www.rydex-sgi.com) or call 800.820.0888.***

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