



FOR IMMEDIATE RELEASE

CONTACT: James Doyle  
JCPR  
973-850-7308  
[jdoyle@jcprinc.com](mailto:jdoyle@jcprinc.com)

## Direxion Launches Four New 2X Leveraged ETFs

### *New ETFs Provide 2X Bull and Bear Exposure to Cyber Security and Pharmaceuticals*

**NEW YORK**—September 16, 2015—Direxion Investments announces the launch of four new leveraged exchange-traded funds (ETFs).

The Direxion Daily Cyber Security Bull and Bear 2X Shares (Tickers: HAKK/HAKD) seek to achieve 200% and 200% of the inverse, respectively, of the daily performance of the ISE Cyber Security™ Index. The Direxion Daily Pharmaceutical & Medical Bull and Bear 2X Shares (Tickers: PILL/PILS) seek to achieve 200% and 200% of the inverse, respectively, of the daily performance of the Dynamic Pharmaceutical Intellidex Index.

“Traders and investors continue to express keen interest in the cyber security and pharmaceutical sectors,” said **Sylvia Jablonski, Managing Director at Direxion**. “Our new leveraged ETFs enable traders to benefit from exposure to these industries, regardless of market conditions and sector performance, in a flexible way.”

Fund	Symbol	CUSIP	Benchmark	Daily Target	Gross Expense Ratio	Net Expense Ratio*
Direxion Daily Cyber Security Bull 2X Shares	HAKK	25490K513	ISE Cyber Security Index	200%	1.15%	0.80%
Direxion Daily Cyber Security Bear 2X Shares	HAKD	25490K497	ISE Cyber Security Index	-200%	0.96%	0.80%
Direxion Daily Pharmaceutical & Medical Bull 2X Shares	PILL	25490K489	Dynamic Pharmaceutical Intellidex Index	200%	1.11%	0.80%
Direxion Daily Pharmaceutical & Medical Bear 2X Shares	PILS	25490K471	Dynamic Pharmaceutical Intellidex Index	-200%	0.96%	0.80%

Like all leveraged ETFs, these Direxion products are intended only for investors with an in-depth understanding of the risks associated with seeking leveraged investment results, and who plan to actively monitor and manage their positions. There is no guarantee that the Funds will meet their objectives.

## **About Direxion Investments**

Direxion Investments offers highly liquid, tactical and strategic institutional-quality ETFs and mutual funds for investors seeking to solve for better investment outcomes. Founded in 1997, the company has approximately \$9.4 billion in assets under management as of June 30, 2015. Direxion's diverse suite of products helps investors navigate today's ever-changing markets. For more information, please visit [www.direxioninvestments.com](http://www.direxioninvestments.com).

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For more information on all Direxion Shares daily leveraged ETFs, go to [direxioninvestments.com](http://direxioninvestments.com), or call us at 866-476-7523.

The ETFs are not suitable for all investors and should be utilized only by investors who understand the risks associated with seeking daily leveraged investment results, and intend to actively monitor and manage their investments. Due to the daily nature of the leverage employed, there is no guarantee of amplified long-term returns. Past performance is not indicative of future results.

*An investor should consider the investment objectives, risks, charges, and expenses of Direxion ETFs carefully before investing. The prospectus and summary prospectus contains this and other information about Direxion ETFs. Download a prospectus and summary prospectus at [direxioninvestments.com](http://direxioninvestments.com). The prospectus and summary prospectus should be read carefully before investing.*

\*The Net Expense Ratio of the Fund includes management fee and other operating expenses, but does not include indirect expenses such as Acquired Fund Fees and Expenses, leveraged interest and brokerage commissions. The Fund's Advisor, Rafferty Asset Management, LLC has entered into an Operating Expense Limitation Agreement with the Fund, under which Rafferty has contractually agreed to cap all or a portion of its management fee and/or reimburse the Fund for Other Expenses through September 1, 2017 to the extent that the Fund's Total Annual Fund Operating Expenses exceed 0.80%.

### **Risks:**

An investment in the ETFs involves risk, including the possible loss of principal. The ETFs are non-diversified and include risks associated with concentration risk that results from the Funds' investments in a particular industry or sector which can increase volatility. The use of derivatives such as futures contracts, forward contracts, options and swaps are subject to market risks that may cause their price to fluctuate over time. The Funds do not attempt to, and should not be expected to; provide returns which are a multiple of the return of their Indexes for periods other than a single day. Utilizing foreign currency forward contracts to hedge foreign currency positions does not eliminate the impact of the movements in the value of non-U.S. currencies and securities but rather establishes a fixed rate of exchange for a future point in time. Exchange rates can be volatile and may change quickly and unpredictably in response to

both global and economic conditions in a geographic region. For other risks including leverage, correlation, compounding, market volatility, shorting for the Bear Funds, and specific risks regarding each sector, please read the prospectus.

Distributor: Foreside Fund Services, LLC.