



BetaPro Management Inc. Announces Launch of Horizons BetaPro ETFs based on MSCI Emerging Markets

TORONTO, July 9, 2008 – Jovian Capital Corporation (TSX: JOV) (“**Jovian**”) and its related company BetaPro Management Inc. (“**BetaPro**”) are pleased to announce the launch of two new Horizons BetaPro Exchange Traded Funds (“**Horizons BetaPro ETFs**”) based on the MSCI Emerging Markets Index. These Horizons BetaPro ETFs are the first exchange traded funds (“**ETFs**”) in Canada to offer inverse and magnified exposure to emerging markets.

The Horizons BetaPro MSCI Emerging Markets Bull Plus ETF (**symbol: HJU**) is designed to provide daily investment results, before fees and expenses, that correspond to two times (200%) the daily performance of the MSCI Emerging Markets Index.

The Horizons BetaPro MSCI Emerging Markets Bear Plus ETF (**symbol: HJD**) is designed to provide daily investment results, before fees and expenses, that correspond to two times (200%) the inverse (opposite) daily performance of the MSCI Emerging Markets Index.

“Many investors have increased their portfolio exposure to emerging markets to capture the above-average growth potential they see,” said Howard Atkinson, President of BetaPro. *“But volatility in these markets remains high and the range of returns across various emerging markets can vary widely. Our new emerging market ETFs can help investors more effectively manage their exposure to this important asset class.”*

Both ETFs will begin trading on the TSX on July 9, 2008, and will be denominated in Canadian dollars. Any U.S. dollar gains or losses as a result of each of these ETFs’ investments will be, whenever possible, hedged back to the Canadian dollar.

For further information visit www.HBPETFs.com

New HBP ETFs:

Symbol:

Horizons BetaPro MSCI Emerging Markets Bull Plus ETF
Horizons BetaPro MSCI Emerging Markets Bear Plus ETF

HJU
HJD

Current Horizons BetaPro ETFs Line-Up:

Symbol:

Horizons BetaPro S&P/TSX 60[®] Bull Plus ETF
Horizons BetaPro S&P/TSX 60[®] Bear Plus ETF
Horizons BetaPro S&P/TSX Capped Financials[®] Bull Plus ETF
Horizons BetaPro S&P/TSX Capped Financials[®] Bear Plus ETF
Horizons BetaPro S&P/TSX Capped Energy[®] Bull Plus ETF
Horizons BetaPro S&P/TSX Capped Energy[®] Bear Plus ETF
Horizons BetaPro S&P/TSX Global Gold[®] Bull Plus ETF
Horizons BetaPro S&P/TSX Global Gold[®] Bear Plus ETF
Horizons BetaPro S&P/TSX Global Mining[®] Bull Plus ETF
Horizons BetaPro S&P/TSX Global Mining[®] Bear Plus ETF
Horizons BetaPro NYMEX[®] Natural Gas Bull Plus ETF
Horizons BetaPro NYMEX[®] Natural Gas Bear Plus ETF
Horizons BetaPro NYMEX[®] Crude Oil Bull Plus ETF
Horizons BetaPro NYMEX[®] Crude Oil Bear Plus ETF

HXU
HXD
HFU
HFD
HEU
HED
HGU
HGD
HMU
HMD
HNU
HND
HOU
HOD

Horizons BetaPro COMEX [®] Gold Bullion Bull Plus ETF	HBU
Horizons BetaPro COMEX [®] Gold Bullion Bear Plus ETF	HBD
Horizons BetaPro DJ-AIG SM Agricultural Grains Bull Plus ETF	HAU
Horizons BetaPro DJ-AIG SM Agricultural Grains Bear Plus ETF	HAD
Horizons BetaPro S&P 500 [®] Bull Plus ETF	HSU
Horizons BetaPro S&P 500 [®] Bear Plus ETF	HSD
Horizons BetaPro NASDAQ-100 [®] Bull Plus ETF	HQU
Horizons BetaPro NASDAQ-100 [®] Bear Plus ETF	HQD
Horizons BetaPro U.S. Dollar Bull Plus ETF	HDU
Horizons BetaPro U.S. Dollar Bear Plus ETF	HDD
Horizons BetaPro U.S. 30-year Bond Bull Plus ETF	HTU
Horizons BetaPro U.S. 30-year Bond Bear Plus ETF	HTD

MSCI Disclaimer

The funds or securities referred to herein are not sponsored, endorsed, or promoted by MSCI, and MSCI bears no liability with respect to any such funds or securities or any index on which such funds or securities are based. The Prospectus contains a more detailed description of the limited relationship MSCI has with BetaPro Management Inc. and any related funds.

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About BetaPro Management Inc. (www.HBPETFs.com)

Horizons BetaPro ETFs are managed by BetaPro Management Inc., Canada's sole provider of investment tools allowing investors to profit when the market is rising or falling, or to reduce their risk by hedging their existing market exposure. BetaPro currently manages the largest product offering of any Canadian ETF provider with approximately \$1.8 billion amongst 28 ETFs.

About Jovian Capital Corporation (www.joviancapital.com)

Jovian acquires, creates and grows financial services companies specializing in wealth and asset management. The Jovian group of companies (MGI Securities Inc., MGI Securities (USA) Inc., Rice Financial Group Inc., BetaPro Management Inc., Horizons Funds Inc., JovFunds Management Inc., JovFunds Inc., JovInvestment Management Inc., Leon Frazer & Associates Inc., T.E. Wealth and Felcom Data Services Inc.) manages \$15.0 billion of client assets (\$5.8 billion in assets under management and \$9.2 billion in assets under administration). Additional information is available at www.joviancapital.com and www.sedar.com

The TSX has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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