



## **Horizons BetaPro Launches North America's First Single Copper ETF**

**Toronto, Ontario – February 9, 2011** – Jovian Capital Corporation ("**Jovian**") (JOV:TSX) and its subsidiary BetaPro Management Inc. ("**BetaPro**"), the manager of the Horizons BetaPro exchange traded funds ("**ETFs**"), are pleased to announce the listing of North America's first non-leveraged ETF that offers exposure to the daily price performance of copper futures contracts. The Horizons BetaPro COMEX® Copper ETF (the "**Copper ETF**" or "**HUK**") will begin trading on the Toronto Stock Exchange ("**TSX**") today under the ticker symbol HUK.

HUK is BetaPro's third offering that offers investors the opportunity to gain exposure to market changes in copper futures contracts.

*"Back in June of 2010, we launched the first leveraged copper futures ETFs in North America, listed on the TSX as HKU and HKD. Since then, copper prices have reached record highs and global interest in this important metal has increased. With HUK we are expanding our ETF line up to give investors more choice to gain exposure to copper prices,"* said Howard Atkinson, President of BetaPro.

Mr. Atkinson pointed out that, outside of going directly to the futures markets, the only way investors can get access to copper through an ETF structure is indirectly through ETFs that track base metal equities.

*"In our view, using an ETF linked to the return of copper futures is the most direct and efficient way to invest in copper,"* Mr. Atkinson said. *"While past performance is not indicative of future performance, investors who have bought copper over the last six months have been well-rewarded, as it is generally viewed that the economic recovery in the emerging markets such as China has led to increases in demand for this metal, which is an essential commodity for industrialization and electronics manufacturing."*

The Copper ETF seeks investment results, before fees, expenses, distributions, brokerage commissions and other transaction costs, that endeavour to correspond to the performance of the COMEX® copper futures contract for a subsequent delivery month. The Copper ETF is denominated in Canadian dollars. Any U.S. dollar gains or losses as a result of the Copper ETF's investment will be hedged back to the Canadian dollar to the best of its ability.

HUK has closed the initial offering of its units and will begin trading on the TSX today, when the market opens this morning.

### **About BetaPro Management Inc. ([www.betapro.ca](http://www.betapro.ca))**

BetaPro manages the Horizons BetaPro family of exchange traded funds (the "**Horizons BetaPro ETFs**"), 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. The Horizons BetaPro ETFs include several types of structures: single, inverse, leveraged and spread ETFs. BetaPro is a subsidiary of Jovian, with assets under management ("**AUM**") of approximately \$2.3 billion as of January 31, 2011, amongst 47 ETFs. Its subsidiary, AlphaPro Management Inc., Canada's largest provider of actively-managed ETFs, has approximately \$560 million of AUM as of January 31, 2011. Together under the Horizons ETFs brand, the two companies offer more than 60 ETF solutions with almost \$2.9 billion of AUM as of January 31, 2011.

Horizons BetaPro Bull Plus and Bear Plus ETFs (“HBP Plus ETFs”) use leveraged investment techniques that magnify gains and losses and result in greater volatility in value. HBP Plus ETFs are subject to leverage risk and, along with Horizons BetaPro Single exchange traded funds (“HBP Single ETFs”, collectively “HBP ETFs”), are subject to aggressive investment risk and price volatility risk, which are described in the HBP ETFs’ prospectuses. Each HBP Plus ETF seeks a return, before fees and expenses, that is either 200% or -200% of the performance of a specified underlying index, commodity or benchmark (the “Target”) **for a single day**. Each HBP Single ETF seeks a return that is 100% of the performance of a Target. Due to the **compounding** of daily returns, an HBP Plus ETF’s returns over periods other than one day will likely differ in amount and possibly direction from the performance of their respective Target(s) for the same period. Investors should monitor their holdings, as frequently as daily, to ensure that they remain consistent with their investment strategies. Commissions, management fees and expenses all may be associated with the HBP ETFs. HBP ETFs are not guaranteed, their values change frequently and past performance may not be repeated. All trademarks/service marks are registered by their respective owners and licensed for use by BetaPro Management Inc. and none of the owners thereof or any of their affiliates sponsor, endorse, sell, promote or make any representation regarding the advisability of investing in the HBP ETFs. Complete trademark and service-mark information is available at [www.hbpetfs.com/pub/en/Trademark.aspx](http://www.hbpetfs.com/pub/en/Trademark.aspx). **Please read the prospectus before investing.**

#### **About Jovian Capital Corporation**

Jovian acquires, creates and grows financial services companies specializing in three primary market segments: wealth management, traditional asset managers, and exchange traded fund asset managers. The Jovian group of companies (AlphaPro Management Inc., BetaPro Management Inc., Horizons Exchange Traded Funds Inc., Horizons Funds Inc., JovFunds Management Inc., JovInvestment Management Inc., Leon Frazer & Associates Inc., MGI Financial Inc., MGI Securities Inc., MGI Securities (USA) Inc. and T.E. Wealth) manages approximately \$13.0 billion of client assets (\$7.5 billion in assets under management and \$5.5 billion in assets under administration). Additional information is available at [www.joviancapital.com](http://www.joviancapital.com) and [www.sedar.com](http://www.sedar.com).

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