New Endowment Index Launched

New Endowment Index (Symbol: ENDOW) Provides an Independent Benchmark for Fiduciaries

Appleton, WI, May 22, 2014. Endowment Wealth Management, Inc. in collaboration with ETF Model Solutions, LLC have launched the Endowment Index™ as a benchmarking tool for investors in globally-diversified, multi-asset portfolios that include alternative investments. The Endowment Index, calculated by Nasdaq OMX® is an objective benchmark comprised of three major asset class building blocks: Global Equity, Global Fixed Income, and Alternatives which includes hedge funds, private equity and real assets. The Index is used for portfolio comparison, investment analysis, research and benchmarking purposes by fiduciaries such as trustees, portfolio managers, consultants and advisors to endowments, foundations, trusts, defined benefit/defined contribution plans, pension plans and individual investors. The Endowment Index™ is a total return index and all underlying components are comprised of exchange-traded funds or other investable securities.

"The proliferation of exchange-traded products and mutual funds that offer alternative strategies in liquid form is leading to the increasing adoption of alternatives by investors outside of the institutional endowment universe," said Prateek Mehrotra, Chief Investment Officer of Endowment Wealth Management. "Until now, they've had to use a proxy or a custom benchmark for those portfolios. The Endowment Index™ now provides an appropriate benchmarking solution for investors that embrace the Endowment Investment Philosophy™."

The use of alternatives has broadened beyond endowments. Recent studies by Barclays Prime Brokers estimates that use of liquid alternatives grew 43% to $137 billion in 2013, and that by 2018, assets in this space could stretch to between $650 and $950 billion. Index data can be accessed through most major quote providers and websites under the symbol "ENDOW". For more information visit www.EndowmentIndex.com.

Endowment Wealth Management, Inc. is an independent Private Wealth Management Firm using a Multi-Client Family Office service model, whose sole mission is to provide wealth sustainability for individuals, families, retirement plans, endowments, foundations and other institutions through the utilization of the Endowment Investment Philosophy™.

ETF Model Solutions, LLC, is third party investment manager and ETF strategist that builds investment models for 401(k) plans, Investment Advisors within their practice, Family Offices, Endowments, Foundations, Trusts, and Individual Investors. The Firm is the fund manager for the Endowment Multi-Asset ETF Collective Investment Fund, available for use in 401(k) and other retirement plans.

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