



Endowment Index™ Rebalances Asset Allocation For 2015

APPLETON, WI. February 5, 2015. The Endowment Index™, calculated by Nasdaq OMX® has reconstituted and rebalanced its overall asset allocation for 2015 to maintain true representation, as follows:

Endowment Index™ Target Asset Allocation (%)

Asset Class	2014	2015
Global Equity	34	36
Global Fixed Income	10	9
Private Equity/VC	18	17
Hedge Strategies	20	18
Real Assets	14	13
Other	4	7

These changes became effect Wednesday, February 4, 2015. The Endowment Index™ represents the investable opportunity for managers of portfolios utilizing an Endowment investment methodology or otherwise incorporate alternative investments within a comprehensive asset allocation strategy.

2014 Performance

The Endowment Index™ increased 3.03% (total return) for the 4th quarter ended December 31, 2014. For the year, the Index gained 5.02%* on a total return basis. The largest portion of the gains were provided by the China component of emerging market equities (+2.11%), domestic equity (+2.01%), and U.S. real estate (+1.06%). The three lowest performing component asset classes within the Index during 2014 were international equity (-0.40%), private equity (-0.35%) and global metals and mining (-0.32%). Nine of the Index's components provided positive attribution, 7 provided negative attribution, and 3 did not contribute nor detract from the performance of the Index in 2014. Since its inception (7/1/2000), average annualized return of the Index was 7.36%*.

About the Endowment Index™

The Endowment Index™ uses an objective, rules-based construction methodology based upon the portfolio allocations of over 800 educational institutions managing over \$500 billion in total assets. Each of the 19 sub-indexes that currently comprise the index are investable, and contained within those sub-indexes are over 30,000 underlying securities. You can obtain real-time pricing data on the Endowment Index™ under the symbol "ENDOW" through major quote providers, including Google Finance. The Morningstar® Index ID for the Endowment Index™ is F00000TPG6.



To download Endowment Index™ historical pricing data, obtain a fact sheet containing comparative performance information to other major indices, or learn more, visit www.EndowmentIndex.com.

The Endowment Index™ has been co-created by [ETF Model Solutions, LLC](#) and [Endowment Wealth Management, Inc.](#) ETF Model Solutions, LLC is the portfolio manager for the Endowment Multi-Asset ETF Allocation, a collective investment trust sponsored by Alta Trust. Contact: Tim Landolt, Managing Director, 920.785.6012. Tim@ETFModelSolutions.com.

Information presented is for educational purposes only and is not intended as an offer or solicitation for the sale or purchase of any specific securities, investments, or investment strategies, nor shall it be construed to be the provision of investment advice. Past performance is not necessarily indicative of future results. You cannot invest directly in an index. Indexes do not contain fees

**The Endowment Index™ was launched with real time pricing on May 19, 2014. All index values and performance prior to 5/19/14 include back tested data which was constructed based upon the actual reported historical allocations of reporting fund managers. Back tested results do not involve actual trading and are calculated by the retroactive application of a model constructed on the basis of the historical data. Back testing is developed with the benefit of hindsight and has inherent limitations. Actual performance may differ from back tested performance.*

©Copyright 2015 ETF Model Solutions, LLC
All Rights Reserved