



EQL

3Q · 9/30/11

ALPS EQUAL SECTOR Weight ETF

The ALPS Equal Sector Weight ETF (Ticker Symbol: **EQL**) is an ETF of ETFs that delivers exposure to the US Large Cap Equity market by investing **equal proportions in each of the 9 Select Sector SPDRs** and rebalances quarterly. The nine Sector SPDRs are shown in the Portfolio Composition chart on the right.

Equal Sector **ADVANTAGES**

EQL delivers moderate, yet meaningful exposure to every sector of the market, providing investors with the following potential advantages:

- ✓ **Diversification**
- ✓ The opportunity to participate in a market rally in any sector
- ✓ **Reduction** in the negative impact of a crash in any individual sector
- ✓ **Transparent** sector allocations[^]

EQL PERFORMANCE

Total Returns as of September 30, 2011

	One Month	Three Month	YTD	One Year	Since Inception Annualized ¹
EQL - NAV	-7.62%	-14.12%	-8.39%	1.46%	13.64%
EQL - Market Price²	-7.79%	-14.24%	-8.50%	1.34%	13.68%
Banc of America Securities – Merrill Lynch Equal Sector Weight Index ³	-7.87%	-14.62%	-9.56%	-0.31%	11.71%
S&P 500 Total Return Index	-7.03%	-13.87%	-8.68%	1.14%	13.12%

Performance data quoted represents past performance. Past performance does not guarantee future results. Current performance may be higher or lower than actual data quoted. Call 1.866.675.2639 or visit www.alpsetfs.com for current month end performance. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.

Diversification does not eliminate the risk of experiencing investment losses.

Shares are not individually redeemable and the owners of shares may purchase or redeem shares from a fund in creation units (blocks of 50,000 shares) only.

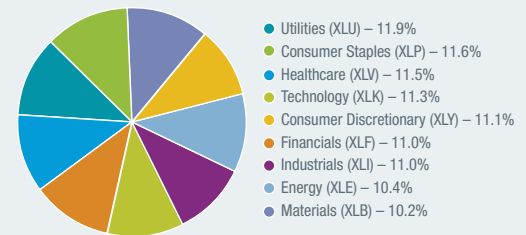
[^]ETFs are transparent because holdings are disclosed on the website daily. ¹Fund inception date July 6, 2009. ²Market price returns are based on the midpoint of the bid/ask spread at 4 p.m. ET and do not represent the returns an investor would receive if shares were traded at other times. ³The Banc of America Securities (BASMLESW) Merrill Lynch Equal Sector Weight Index is a U.S. equity index comprised, in equal weights, of nine sub-indices. BASMLESW is a price-return index. The S&P 500 Index is the Standard & Poor's composite index of 500 stocks, a widely recognized, unmanaged index of common stock prices. An investor cannot invest directly in an index.

Fund Stats

Ticker Symbol EQL
 NAV Symbol EQL.NV
 Intraday Symbol EQL.IV
 Listing Exchange NYSE Arca
 CUSIP 00162Q205
 Dividends Paid Quarterly
 Most Recent Dividend** \$.0152722
 Expense Ratio 0.34%
 Acquired Fund Fees & Expenses 0.20%
 Total Expense Ratio **0.54%**
 NAV* \$31.97
 Shares Outstanding 1,650,000
 # of Holdings 9
 Fund Inception 7/6/2009
 * NAV as of 9/30/11

** Dividend paid on 9/28/11

Portfolio Composition[†]



[†] Percentages are based off of Total Investments as of 9/30/11



Sector SWINGS

Wide swings in sector performance can reduce diversification and increase volatility in a portfolio. The following chart shows the percentages for each of the S&P 500 sectors since 1970.

	1970	1975	1980	1985	1990	1995	2000	2005	2010	2011 ⁴
Consumer Discretionary	16.5	12.9	7.3	12.5	10.1	13.0	10.3	10.7	10.6	10.8
Consumer Staples	10.3	11.2	8.7	12.5	16.4	12.8	8.1	9.6	10.6	11.4
Energy	15.7	16.6	28.2	11.6	13.1	9.1	6.6	9.3	12.0	11.9
Financials	0.8	0.6	5.0	7.0	7.2	13.1	17.3	21.3	16.1	13.5
Healthcare	4.8	6.9	8.0	6.9	10.3	10.8	14.4	13.3	10.9	11.8
Industrials ⁵	16.6	15.2	15.0	14.4	11.9	12.6	10.6	11.4	10.9	10.4
Information Technology	11.5	10.7	8.7	14.8	8.8	9.4	21.2	15.3	18.8	19.7
Materials	10.0	13.0	9.7	7.1	7.1	6.1	2.3	3.0	3.7	3.5
Telecommunications	5.9	5.7	3.8	1.8	2.0	8.5	5.5	2.8	3.1	3.2
Utilities	7.9	7.2	5.6	11.4	13.1	4.5	3.8	3.3	3.3	3.8

Shaded areas represent highest weighted sector.

⁴ As of September 30, 2011. ⁵ Includes Conglomerates, Miscellaneous and Transportation Industries. Source: Standard and Poor's

Don't Get Mad GET EVEN

An Equal Sector strategy:

- ✓ seeks to maintain diversification and lower volatility by providing moderate, yet meaningful exposure to every sector of the market.
- ✓ minimizes the risk that an individual sector will dominate the performance of the portfolio.
- ✓ automatically rebalances back to equal weights each quarter.

Sector Weighting COMPARISON as of September 30, 2011

	EQL	S&P 500
Utilities	11.9%	3.8%
Consumer Staples	11.6	11.4
Health Care	11.5	11.8
Technology	11.3	22.9
Consumer Discretionary	11.1	10.8
Financials	11.0	13.5
Industrials	10.9	10.4
Energy	10.5	11.9
Materials	10.2	3.5

Source: Standard and Poor's. Subject to change.

Risks

An investor should consider investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus, which contains this and other information, call 1-866-675-2639 or visit www.alpsetfs.com. Read the prospectus carefully before investing.

The Fund's investment performance, because it is a fund of funds, depends on the investment performance of the Underlying Sector ETFs in which it invests. An invest-

ment in the Fund is subject to the risks associated with the Underlying Sector ETFs that comprise the Underlying Index. The Fund will indirectly pay a proportional share of the asset-based fees of the Underlying Sector ETFs in which it invests.

The Fund is subject to the Underlying Sector ETFs Risks, making it subject to certain risks specific to each Underlying Sector ETF. The Fund is considered non-diversified which could cause greater fluctuation in share price than would occur in a diver-

sified fund. An investment in the Fund involves risks, including loss of principal. The Fund is new and has a limited operating history.

Basis Point: One hundredth of a percentage point (0.01%).