



FOR IMMEDIATE RELEASE

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DIREXION SHARES EMERGING MARKET FUNDS ON EURONEXT TO BE DE-LISTED

Boston, MA – July 27, 2010 - Direxion Shares ETF Trust wishes to announce that, with effect from 18 August 2010, Direxion Daily Emerging Markets Bull 3x Shares (ISIN US25459W3007) and Direxion Daily Emerging Markets Bear 3x Shares (ISIN US25459W4823) (together, the “Emerging Markets Funds”) are expected to be de-listed from Euronext Amsterdam and de-registered for marketing in The Netherlands. The Emerging Markets Funds will continue to be listed on NYSE Arca.

Members of the press may request more information on Direxion Shares, or speak to a member of the Direxion team by contacting Katrine Winther-Olesen at (973) 400-1341 or katrine@jcprinc.com.

Investors and financial professionals may contact Direxion to inquire about the ETFs or the Euronext Amsterdam listing by calling 1.866.476.7523, or +1 617 399 8820, or sending an email to info@direxionshares.com.

About Direxion

Direxion Funds and Direxion Shares, managed by Rafferty Asset Management, LLC, offer leveraged mutual funds, ETFs and alternative-class fund products for investment advisors and sophisticated investors who seek to effectively manage risk and return in both bull and bear markets. Founded in 1997, the company has approximately \$6.3 billion in assets under management as of December 31, 2009. The company’s business model is built on continuous product innovation, exceptional customer service and a commitment to building strategic relationships with distribution partners. *For more information, please visit www.direxionshares.com.*

Disclosure:

Regulatory Information

Restricted Investors

This document is not, and under no circumstances is to be construed as, an advertisement or any other step in furtherance of a public offering of shares in the United States, Canada, or any province or territory thereof, where the Company is not authorised or registered for distribution and where no prospectus for the Company has been filed with any securities commission or regulatory authority. This document nor any copy hereof should be taken, transmitted or distributed (directly or indirectly) into the United States.

An investor should consider the investment objectives, risks, charges, and expenses of Direxion Shares carefully before investing. The prospectus and summary prospectus contains this and other information about Direxion Shares. To obtain a prospectus and summary prospectus, please visit www.direxionshares.com. The prospectus and summary prospectus should be read carefully before investing.

Investing in the funds may be more volatile than investing in broadly diversified funds. The use of leverage by a fund increases the risk to the fund. The more a fund invests in leveraged instruments the more the leverage will magnify gains or losses on those investments. There is no assurance that the Funds will achieve their objectives and an investment in a Fund could lose money. No single Fund is a complete investment program. The Funds are not designed to, and will not necessarily, track the underlying index or benchmark over a longer period of time.

The Funds are not suitable for all investors. The Funds should be utilized only by sophisticated investors who (a) understand the risks associated with the use of leverage, (b) understand the consequences of seeking daily leveraged investment results, (c) understand the risk of shorting and (d) intend to actively monitor and manage their investments on a daily basis. Investors who do not understand the Funds or do not intend to manage the Funds on a daily basis should not buy the Funds.

The risks associated with the funds are detailed in the prospectus which include: adverse market condition risk, adviser's investment strategy risk, aggressive investment techniques risk, concentration risk, counterparty risk, credit and lower quality debt securities risk, equity securities risk, currency exchange risk, daily correlation risk, daily rebalancing and market volatility risk, depository receipt risk, foreign and emerging markets securities risk, sector securities risk, interest rate risk, inverse correlation risk, leverage risk, market risk, non-diversification risk, shorting risk, small and mid cap company risk, tracking error risk, and special risks of exchange traded funds.

Foreside Fund Services, LLC. distributor for Direxion Shares

For Investors in the United Kingdom

DirexionShares ETF Trust (the "ETF") is an unrecognised collective investment scheme for the purposes of the Financial Services and Markets Act 2000 of the United Kingdom (the "Act").

The promotion of the Fund and the distribution of this document in the United Kingdom is accordingly restricted by law.

This document is being issued in the United Kingdom by Direxion Shares ETF Trust to, and/or is directed at, persons to whom it may lawfully be issued or directed at under the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 including persons who are authorised under the Act (“authorised persons”), certain persons having professional experience in matters relating to investments, high net worth companies, high net worth unincorporated associations or partnerships, trustees of high value trusts and persons who qualify as certified sophisticated investors. The shares are only available to such persons in the United Kingdom and this document must not be relied or acted upon by any other persons in the United Kingdom.

In order to qualify as a certified sophisticated investor a person must a) have a certificate in writing or other legible form signed by an authorised person to the effect that he is sufficiently knowledgeable to understand the risks associated with a particular type of investment and b) have signed, within the last 12 months, a statement in a prescribed form declaring, amongst other things, that he qualifies as a sophisticated investor in relation to such investments

For Investors in the Netherlands

The Prospectus has been registered with the Authority Financial Markets (Autoriteit Financiële Markten) and may be distributed to investors in the Netherlands. Copies of all documents (i.e. the Prospectus, the Dutch supplement, the latest previous annual reports and the memorandum of incorporation and the articles of association) are available in the Netherlands, at www.direxionshares.com/euronext or call +1 617 399 8820.