

> Liquidity > Leverage > Long Exposure > Short Exposure

Direxion Shares ETFs aim to provide investors with innovative investment solutions to help execute active investment strategies in all market environments.

Fund Name	Index	Fund Symbol
Daily Emerging Markets Bull 3x Shares	MSCI Emerging Markets Index SM	EDC
Daily Emerging Markets Bear 3x Shares	MSCI Emerging Markets Index SM	EDZ

Fund Objective

The Daily Emerging Markets Bull 3X Shares seeks daily investment results, before fees and expenses, of 300% of the price performance of the MSCI Emerging Markets IndexSM ("EM Index").

The Daily Emerging Markets Bear 3X Shares seeks daily investment results, before fees and expenses, of 300% of the inverse (or opposite) of the price performance of the MSCI Emerging Markets IndexSM ("EM Index"). There is no guarantee these funds will meet their stated investment objectives.

Target Index

The MSCI Emerging Markets IndexSM is a free float-adjusted market capitalization index that is designed to measure equity market performance in the global emerging markets. As of June 2009 the Index consisted of the following 22 emerging market country indices: Brazil, Chile, China, Colombia, Czech Republic, Egypt, Hungary, India, Indonesia, Israel, Korea, Malaysia, Mexico, Morocco, Peru, Philippines, Poland, Russia, South Africa, Taiwan, Thailand, and Turkey. One cannot invest directly in an Index.

Index Sector Weightings

Financials	25.30	Industrials	6.83
Materials	14.19	Consumer Staples	6.81
Energy	14.15	Consumer Discretionary	6.51
Information Technology	13.18	Utilities	3.82
Telecommunication Services	8.42	Health Care	0.79

Data as of 6/30/2010 is subject to change at anytime.

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 Funds are not suitable for all investors and should be utilized only by sophisticated investors who understand leverage risk, consequences of seeking daily leveraged investment results and intend to actively monitor and manage their investment. The Funds are not designed to track the underlying index over a longer period of time.

The risks associated with the funds are detailed in the prospectus which include: adverse market conditions risk, adviser's investment strategy risk, counterparty risk, credit risk, currency exchange rate risk, daily correlation risk, derivatives risk, early close/trading halt risk, compounding and market volatility risk, emerging markets risk, foreign securities risk, gain limitations risk, high portfolio turnover risk, interest rate risk, intra-day investment risk, inverse correlation risk, leverage risk, liquidity risk, non-diversification risk, shorting risk, tax and distribution risk, tracking error risk, valuation time risk and special risks of exchange-traded funds. Shorting securities occurs when investors sell securities they don't own and are committed to repurchasing eventually.

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