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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 Semiconductor Bull 3x Shares	PHLX Semiconductor Sector Index	SOXL
Daily Semiconductor Bear 3x Shares	PHLX Semiconductor Sector Index	SOXS

Fund Objective

The Daily Semiconductor Bull 3X Shares seeks daily investment results, before fees and expenses, of 300% of the price performance of the PHLX Semiconductor Sector Index ("Semiconductor Index").

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

Target Index

The Semiconductor Index measures the performance of the semiconductor subsector of the U.S. equity market. Component companies are engaged in the design, distribution, manufacture and sale of semiconductors. As of February 18, 2010, the Semiconductor Index included companies with capitalizations between \$1.7 billion and \$114 billion. The average capitalization of the companies comprising the Semiconductor Index was approximately \$15 billion.

Index Sector Weightings

Semiconductors	74.18
Semiconductor Equipment	21.96
Computer Storage & Peripherals	3.86

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

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 risk associated with the funds are detailed in the prospectus which include: adverse market conditions, aggressive investment techniques risk, concentration risk, counterparty risk, credit risk, daily correlation risk, daily rebalancing and market volatility risk, trading halt risk, gain limitation risk, intra-day investment risk, inverse correlation risk, high portfolio turnover risk, non-diversification risk, semiconductors industry risk, tracking error and special risk of exchange-traded funds. Aggressive investing would include the use of futures, enhanced betas, and shorting securities. Shorting securities occurs when investors sell securities they don't own and are committed to repurchasing eventually.

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