



## ALPS FINDS SUCCESS WITH IBBOTSON ETF PORTFOLIOS ASSETS UP 54% LAST 6 MONTHS

**Denver, CO** April 16, 2009 - ALPS Advisors today announced that assets in their Ibbotson ETF Allocation Series have increased more than 54% during the previous two quarters. The increase in assets, driven by strong inflows during the market decline, is a significant deviation from sagging sales elsewhere in the variable annuity and mutual fund industry.

Launched in April 2007 primarily for use in variable annuities and variable life contracts, the Ibbotson ETF Allocation Series consists of five asset allocation portfolios that invest exclusively in exchange traded funds. Ibbotson Associates, a leading asset allocation authority, is sub-advising the portfolios with ALPS serving as advisor.

"The growing client demand for exchange-traded and index-based products is very encouraging in light of where the markets have been," noted Corey Dillon, Vice President and Director of ALPS Institutional Advisory Services. "As many insurance companies are now scrambling to offer index-based investment options, our partners who made these portfolios available to their policyholders in the last couple years are now finding themselves well positioned to compete."

Users of the portfolios seem to agree. "Incorporating the Ibbotson ETF Allocation Series from ALPS within our variable annuities has proven to be a differentiator to our reps and their clients," says Hal Harris, National Sales Vice President at Securian Retirement Distributors. "This has helped drive sales, especially through the independent broker dealer channel, as we have attracted more reps who are looking for a robust range of investment options within a variable annuity structure."

With insurers facing rising costs to hedge the guarantees in their annuity and life insurance business, ALPS expects to see even greater demand for both asset allocation and ETF-based investments. "We are just beginning to scratch the surface of ETF solutions in the insurance market as providers look for ways to reign in basis risk and control their costs of hedging," Dillon says.

Assets in the Ibbotson ETF Allocation Series totaled \$71.5 million as of March 31, up from \$46.3 million at September 30, 2008.

*Shares of the Portfolios are offered only to participating insurance companies and their separate accounts to fund the benefits of Variable Contracts, and to qualified pension and retirement plans and registered and unregistered separate accounts.*

**An investment in the Funds involves risk, including loss of principal.**

**An investor should consider investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus, which contains this and other information, please contact your investment professional. Read the prospectus carefully before investing.**

### **About ALPS Holdings, Inc.**

ALPS Holdings, Inc. is the parent company for ALPS Advisors, Inc. and is a Denver-based outsourcing solution for administration, compliance, creative services, fund accounting, legal, marketing, tax administration, transfer agency and shareholder services for open-end, closed-end, alternative investment and exchange-traded funds. ALPS has approximately \$39 billion in client investment fund assets under administration. ALPS Distributors, Inc. provides distribution services to over \$220 billion in client assets. For more information, visit [www.alpsinc.com](http://www.alpsinc.com).

### **About Securian Financial Group, Inc.**

Securian Financial Group and its subsidiary Minnesota Life Insurance Co. ([www.minnesotalife.com](http://www.minnesotalife.com)) provide financial security for individuals and businesses in the form of insurance, retirement plans and investments. As of February 28, 2009, Securian has \$775 billion of life insurance in force, \$23 billion of assets under management and a nationwide work force of 3,500 employees. Securian serves more than 9,000,000 customers in the U.S. For more information, visit [www.securian.com](http://www.securian.com).

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*Ibbotson ETF Allocation Series Portfolios are distributed by ALPS Distributors, Inc.*

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Allocation Series**  
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