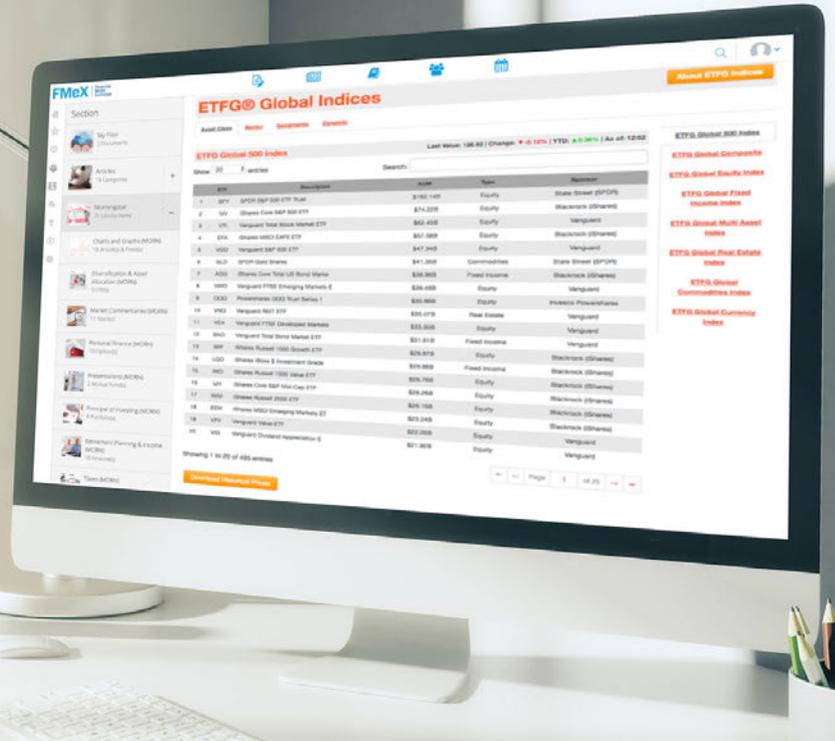


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Financial Media Exchange  
Introduces ETF Global to Its  
Content-As-A-Service Offering

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## Financial Media Exchange Introduces ETF Global to Its Content-As-A-Service Offering

*ETF Global's Data & Research to be integrated into FMeX's Sales Enablement Technology*

**New York, NY – July, 2016** – Financial Media Exchange (“FMeX”), the world’s largest content library built exclusively for the financial services industry, announced today that it has added ETF Global’s proprietary ETF ratings, analytics and educational offerings for Exchange-Traded-Products to its platform – thereby allowing users to access ETF Global’s robust research that focuses on today’s most relevant investment product, concepts and strategies.

According to Ric McConkey, founder and Chief Executive Officer of FMeX, “Incorporating ETF Global’s data and research into our offering helps financial advisors make more efficient use of their time and deliver better investment insight and outcomes to their clients.”

FMeX was built by industry veterans with a single goal of helping financial advisors increase sales. Pioneering Content-As-A-Service, FMeX provides access to an organized, searchable and customizable content library and is powered by sales technology for the future – all to help transform the way financial professionals connect with clients and win more customers.

“ETF Global was created to enlighten, educate and empower the broad spectrum of investors to succeed within the new and exploding market of Exchange-Traded-Funds, says Chris Romano, Director of Research at ETFG. The ETF Global philosophy reflects the firm's desire for growth and development with an evolving suite of products and services designed to meet the changing needs of the institutional and wealth management industries. FMeX is a great experience for the financial advisor and a better experience for the financial advisor’s client and ETF Global is excited to add our data and research to the Platform.”

The ETF Global research platform is driven by the company's proprietary multi-factor Quantitative Model which harnesses the power of algorithms within "Big Data." With roots in Machine Learning, ETF Global provides its investment decision support platform to a wide spectrum of users Streetwide.

### **About Financial Media Exchange**

FMeX is the **world's largest content library built on sales enablement technology**. Designed exclusively for the financial services industry, our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance client relationships and increase sales.

FMeX was founded by experts in the financial services industry and is the first Content-As-A-Service company with headquarters in Plymouth, MA and regional offices in New York and Kansas City. Individuals and organizations of all sizes benefit from our sophisticated sales enablement technology that allows for aggregation, curation, and distribution of content from any mobile device, in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience. [www.fmexc.com](http://www.fmexc.com)

### **About ETF Global**

ETF Global® (ETFG®) is a leading, independent provider of data, research, investment decision support applications, proprietary risk analytics and educational offerings for Exchange-Traded-Products. The ETFG research platform, which is driven by the ETFG Multi-Factor, Quantitative Model (ETFG Quant), supports the overall investment process with a variety of strategies and applications to pursue return, manage risk, utilize investment analysis and generate investment ideas. <http://www.etfg.com>