

ETF

NYSE ARCA LISTED  
**BSJE**  
 FIXED-INCOME  
 AS OF 3.31.2012

Style Allocation **Corporate Bond**  
 Investment Strategy **High Yield Corporate**

**FUND FACTS**

IIV Ticker	BSJEIV
CUSIP	18383M431
Underlying Index (Symbol)	BulletShares® USD High Yield Corporate Bond 2014 Index (BSJKE)
Index Weighting Methodology	Modified Market Value
Rebalance Frequency	Monthly
Distribution Schedule (if any)	Monthly
Fund Inception Date	1.25.2011
Expected Termination Date	12.31.2014

**FUND CHARACTERISTICS** As of 3.31.2012

Number of Securities	102
Average Duration	2.42
Average Maturity	4.32 years
Weighted Average Coupon	8.551
Weighted Average Bond Price	108.24

**Average duration** measures the sensitivity of the price (the value of principal) of a fixed income investment to a change in interest rates. The larger the duration number, the greater the interest-rate risk for bond prices. **Average maturity** is the length of time until the principal amount of a bond must be repaid.

**Weighted Average Coupon** is calculated by weighting each bond's coupon by its relative size in the portfolio. **Weighted Average Bond Price** is a weighted average of individual bond prices.

BSJE as a designated year of maturity of 2014 and will terminate on or about December 31, 2014. In connection with such termination, the fund will make a cash distribution to then-current shareholders of its net assets after making appropriate provisions for any liabilities of the fund. The fund does not seek to return any predetermined amount at maturity. In the final six months of operation, as the bonds held by the fund mature, the fund's portfolio will transition to cash and cash equivalents, including without limitation U.S. Treasury Bills and investment grade commercial paper, which may result in a lower yield than the yields of the bonds previously held by the fund and/or prevailing yields for bonds in the market. The fund will terminate on or about the date above without requiring additional approval by the Trust's Board of Trustees (the "Board") or fund shareholders. The Board may change the termination date to an earlier or later date if a majority of the Board determines the change to be in the best interest of the fund.

# GUGGENHEIM BULLETSHARES 2014 HIGH YIELD CORPORATE BOND ETF

**STRATEGY OVERVIEW**

Guggenheim BulletShares 2014 High Yield Corporate Bond ETF (BSJE) seeks investment results that correspond generally to the performance, before the fund's fees and expenses, of a high yield corporate bond index called the BulletShares® USD High Yield Corporate Bond 2014 Index. The Index is designed to represent the performance of a held-to-maturity portfolio of U.S. dollar-denominated high yield corporate bonds with effective maturities in 2014. The effective maturity of an eligible corporate bond is determined by its actual maturity or, in the case of callable securities, the effective maturity of the security as determined in accordance with a rules-based methodology developed by Accretive Asset Management LLC, the index provider. BSJE will invest at least 80% of its total assets in component securities that comprise the Index. Under normal conditions, BSJE will invest at least 80% of its net assets in high yield securities ("junk bonds"), which are debt securities that are rated below investment grade by nationally recognized statistical rating organizations, or are unrated securities the investment adviser believes are of comparable quality.

**AVERAGE ANNUAL TOTAL RETURNS** As of 3.31.2012

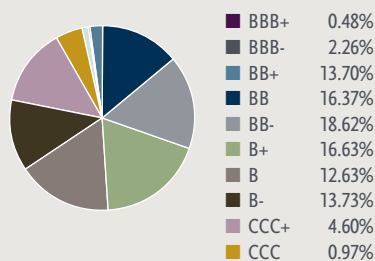
	YTD	3-Month	1-Year	3-Year	5-Year	Since Fund Inception (1.25.2011)	Expense Ratio
<b>Market Price</b>	3.30%	3.30%	6.60%	—	—	7.72%	0.42%
<b>NAV</b>	3.96%	3.96%	6.76%	—	—	7.48%	0.42%
BulletShares® USD High Yield Corporate Bond 2014 Index	4.44%	4.44%	6.53%	—	—	6.75%	—
Barclays Capital U.S. Corporate High Yield Index	5.34%	5.34%	6.46%	—	—	7.43%	—

**Performance displayed represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate so that when shares are redeemed, they may be worth more or less than original cost. Current performance may be lower or higher than the performance data quoted. For up-to-date fund performance, including performance current to the most recent month-end, please visit our web site at [guggenheimfunds.com](http://guggenheimfunds.com).** ETFs are subject to third-party transaction fees/commissions. Net asset value (NAV) is calculated by subtracting total liabilities from total assets, then dividing by the number of shares outstanding. Market close is the last price at which shares are traded. Fund shares may trade at, above or below NAV. For additional information, please see the fund's prospectus.

Data is subject to change on a daily basis. Since inception returns assume a purchase of the ETF at the initial share price for share price returns or the initial net asset value (NAV) per share for NAV returns. Partial year returns are cumulative, not annualized. Returns reflect the reinvestment of dividends. The Barclays Capital U.S. Corporate High Yield Index measures the market of USD-denominated, non-investment grade, fixed-rate, taxable corporate bonds. Securities are classified as high yield if the middle rating of Moody's, Fitch, and S&P is Ba1/BB+/BB+ or below. The index excludes emerging market debt. The referenced indices are unmanaged and not available for direct investment. The referenced indices are unmanaged and not available for direct investment.

The expense ratio is expressed as a unitary fee and covers all expenses of the fund, except for the fee payments under the investment advisory agreement, distribution fees, if any, brokerage expenses, taxes, interest, litigation expenses and other extraordinary expenses.

## FUND CREDIT QUALITY BREAKDOWN\*



\*Credit quality, as rated by Standard & Poor's, is an assessment of the credit worthiness of an issuer of the underlying security and not the fund or its shares. Bonds rated BBB- and above are considered investment grade and those rated below BBB- are considered non-investment grade. NR-Securities not rated.

DATA SOURCE: Guggenheim Funds Distributors, Inc. or Morningstar. Data and fund characteristics are as of March 31, 2012 and are subject to change on a daily basis and represents a percentage of the fund's holdings, excluding cash. The securities mentioned are provided for informational purposes only and should not be deemed as recommendation to buy or sell.

## TOP FUND HOLDINGS

Holding	Coupon	Maturity	S&P Rating*	Weight
HCA, INC. 8.5% 15-APR-2019	8.50	4.15.2019	BB	2.68%
CIT GROUP, INC. 5.25% 01-APR-2014	5.25	4.1.2014	BB-	2.08%
FORD MOTOR CREDIT CO. LLC 8.7% 01-OCT-2014	8.70	10.1.2014	BB+	2.01%
FREESCALE SEMICONDUCTOR, INC. 9.25% 15-APR-2018	9.25	4.15.2018	B	1.95%
NXP BV 9.75% 01-AUG-2018	9.75	8.1.2018	B+	1.89%
TENET HEALTHCARE CORP. 8.875% 01-JUL-2019	8.88	7.1.2019	BB-	1.89%
ATLANTIC FINANCE LTD. 9.75% 27-MAY-2014	9.75	5.27.2014	B	1.87%
TRANSDIGM, INC. 7.75% 15-DEC-2018	7.75	12.15.2018	B-	1.85%
VIRGIN MEDIA FINANCE PLC 8.375% 15-OCT-2019	8.38	10.15.2019	BB-	1.84%
CONSOL ENERGY, INC. 8.0% 01-APR-2017	8.00	4.1.2017	BB	1.82%

## TOP FUND SECTORS

Finance	13.29%
Consumer Non-Durables	3.88%
Utilities	3.38%
Consumer Services	17.46%
Retail Trade	1.93%
Energy Minerals	9.35%
Health Technology	2.40%

**RISK CONSIDERATIONS** Investors should consider the following risk factors and special considerations associated with investing in the fund, which may cause you to lose money, including the entire principal amount that you invest. **Interest Rate Risk:** As interest rates rise, the value of fixed-income securities held by the fund are likely to decrease. Securities with longer durations tend to be more sensitive to interest rate changes, making them more volatile than securities with shorter durations. **Credit/Default Risk:** Issuers or guarantors of debt instruments or the counterparty to a repurchase agreement or loan of portfolio securities may be unable or unwilling to make timely interest and/or principal payments or otherwise honor its obligations. Debt instruments are subject to varying degrees of credit risk, which may be reflected in credit ratings. Securities issued by the U.S. government generally have less credit risk than debt securities of nongovernment issuers. However, securities issued by certain U.S. government agencies are not necessarily backed by the full faith and credit of the U.S. government. Credit rating downgrades and defaults (failure to make interest or principal payment) may potentially reduce the fund's income and share price. **High-Yield Securities Risk:** High yield securities generally offer a higher current yield than that available from higher grade issues, but typically involve greater risk. Securities rated below investment grade are commonly referred to as "junk bonds." The ability of issuers of high yield securities to make timely payments of interest and principal may be adversely impacted by adverse changes in general economic conditions, changes in the financial condition of the issuers and price fluctuations in response to changes in interest rates. **Asset Class Risk:** The bonds in the fund's portfolio may underperform the returns of other bonds or indices that track other industries, markets, asset classes or sectors. **Call Risk/Prepayment Risk:** During periods of falling interest rates, an issuer of a callable bond may exercise its right to pay principal on an obligation earlier than expected. This may result in the fund having to reinvest proceeds at lower interest rates, resulting in a decline in the

funds' income. **Extension Risk:** An issuer may exercise its right to pay principal on an obligation later than expected. This may happen when there is a rise in interest rates. Under these circumstances, the value of the obligation will decrease and the fund's performance may suffer from its inability to invest in higher yielding securities. **Income Risk:** Falling interest rates may cause the fund's income to decline. **Liquidity Risk:** If the fund invests in illiquid securities or securities that become illiquid, fund returns may be reduced because the fund may be unable to sell the illiquid securities at an advantageous time or price. **Declining Yield Risk:** During the final year of the fund's operations, as the bonds held by the fund mature and the fund's portfolio transitions to cash and cash equivalents, the fund's yield will generally tend to move toward the yield of cash and cash equivalents and thus may be lower than the yields of the bonds previously held by the fund and/ or prevailing yields for bonds in the market. **Fluctuation of Yield and Liquidation Amount Risk:** The fund, unlike a direct investment in a bond that has a level coupon payment and a fixed payment at maturity, will make distributions of income that vary over time. Unlike a direct investment in bonds, the breakdown of returns between fund distributions and liquidation proceeds are not predictable at the time of your investment. The rate of fund distribution payments may adversely affect the tax characterization of your returns from an investment in the fund relative to a direct investment in corporate bonds. If the amount you receive as liquidation proceeds upon the fund's termination is higher or lower than your cost basis, you may experience a gain or loss for tax purposes. **Consumer Staples Sector Risk:** Companies in this sector are subject to government regulation affecting the permissibility of using various food additives and production methods, which regulations could affect company profitability. **Consumer Discretionary Sector Risk:** The success of consumer product manufacturers and retailers is tied closely to the performance of the overall domestic and international economy, interest rates, competitive and consumer confidence.

**Concentration Risk:** If the Index concentrates in an industry or group of industries the fund's investments will be concentrated accordingly. In such event, the value of the fund's shares may rise and fall more than the value of shares of a fund that invests in securities of companies in a broader range of industries. In addition the fund is subject to **Non-Correlation Risk, Replication Management Risk, Issuer-Specific Changes, and Non-Diversified fund Risk. Please read the fund's prospectus for more detailed information on these risks and considerations.** As with any investment, you should consider how your investment will be taxed. The tax information contained in the prospectus is provided as general information. Investors should consult their own tax professional about the tax consequences of an investment as Guggenheim Funds Distributors, Inc. does not offer tax advice.

Guggenheim Funds Investment Advisors, LLC, an affiliate of Guggenheim Funds Distributors, Inc., serves as the investment adviser.

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**Consider the investment objectives, risks, charges and ongoing expenses of any ETF carefully before investing. The prospectus or summary prospectus, if available, contains this and other relevant information. Please read the prospectus carefully before investing. To obtain a prospectus, visit [guggenheimfunds.com](http://guggenheimfunds.com) or contact a securities representative or Guggenheim Funds Distributors, Inc. 2455 Corporate West Drive, Lisle, IL 60532, 800-345-7999.**

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