

## ACSI Funds Offers Commission-Free Trading of the American Customer Satisfaction Core Alpha ETF Exclusively on Interactive Brokers

*ACSI Funds ETF utilizes proprietary customer satisfaction data to drive performance*

ANN ARBOR, Mich. – Feb. 21, 2017 - ACSI Funds, a data-driven asset manager, has opened up its flagship ETF, [the American Customer Satisfaction Core Alpha ETF \(Bats: ACSI\)](#), for commission-free trading through Interactive Brokers.

[ACSI Funds'](#) partnership with Interactive Brokers, which makes the ETF accessible to clients of Interactive Brokers without trade commissions, is reflective of its mission to provide low-cost, quality investment solutions to retail investors. The ETF weights companies based on their customer satisfaction score, which the firm believes to be a leading indicator of future revenue growth and earnings performance.

"ACSI Funds leverages proprietary data that quantifies customer satisfaction to deliver investment products to our clients," Phil Bak, CEO of ACSI Funds, says. "The American Customer Satisfaction Core Alpha ETF is designed to deliver our strategy to investors as efficiently as possible. By offering the ETF commission-free on Interactive Brokers, investors can not only leverage the technological breakthroughs and cost efficiencies of the ETF vehicle, but can also utilize Interactive Brokers' intuitive interface and advanced technology without having to pay any trade commissions to access the ACSI ETF."

ACSI Funds launched ACSI, its inaugural exchange-traded fund, in November 2016 and joins five other ETF providers currently available commission-free at Interactive Brokers.

ACSI Funds and Interactive Brokers will host a webinar this Thursday, Feb. 23 at noon EST to further discuss ACSI Funds' differentiated investment strategy. Please visit [ACSI Funds.com](#) for more information.

### **About ACSI Funds**

ACSI Funds is a boutique asset manager that creates investment products based upon proprietary customer satisfaction data from the nationally recognized American Customer Satisfaction Index (ACSI). The ACSI was created in 1994 by Dr. Claes Fornell, University of Michigan Professor Emeritus, and measures over 350 brands, engaging over 100,000 household customers each year to identify trends in customer satisfaction and provide benchmarking insights for companies, industry trade associates, and government agencies.

ACSI Funds was named ETF Innovation of the Year at the 2017 Fund Action ETF Innovation Awards.

The firm and the American Customer Satisfaction Core Alpha ETF were also nominated for the 2017 ETF.com Awards as the most innovative new ETF and the new ETF issuer of the year.

### **About Interactive Brokers**

Interactive Brokers Group affiliates provide automated trade execution and custody of securities, commodities and foreign exchange around the clock on over 120 markets in numerous countries and currencies from a single IB Universal Account<sup>SM</sup> to customers worldwide. They service individual

investors, hedge funds, proprietary trading groups, financial advisors and introducing brokers. Their four decades of focus on technology and automation have enabled them to equip their customers with a uniquely sophisticated platform to manage their investment portfolios at extremely low cost relative to the financial services industry. They strive to provide their customers with advantageous execution prices and trading, risk and portfolio management tools, research facilities and investment products, all at the lowest possible prices.

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*An investor should consider the Fund's investment objectives, risks, charges and expenses carefully before investing. The prospectus or summary prospectus contain this and other important information about the Fund and are available at [acsietf.com](http://acsietf.com) or by calling 734.882.2401. Please read the prospectus or summary prospectus carefully before investing.*

The securities of large-capitalization companies may be relatively mature compared to smaller companies and therefore subject to slower growth during times of economic expansion. The Index relies heavily on proprietary quantitative models as well as information and data supplied by third parties (Models and Data). Because the Index is composed based on such Models and Data, when such Models and Data prove to be incorrect or incomplete, the Index and Fund may not perform as expected. As with all index funds, the performance of the Fund and its Index may differ from each other for a variety of reasons. For example, the Fund incurs operating expenses and portfolio transaction costs not incurred by the Index. In addition, the Fund may not be fully invested in the securities of the Index at all times or may hold securities not included in the Index. Investments involve risk. Principal loss is possible. The Fund has the same risks as the underlying securities traded on the exchange through the day. Redemptions are limited and commissions are charged on each trade, and ETFs may trade at a premium or discount to their net asset value. Shares of the American Customer Satisfaction Index ETF may be sold throughout the day on the exchange through any brokerage account. However, shares may only be redeemed directly from the Fund by Authorized Participants, in very large creation/redemption units. There can be no assurance that an active trading market for shares of an ETF will develop or be maintained.

Interactive Brokers has contracted with ACSI Funds to waive trading commission for ACSI ETFs. Accounts may still be charged account fees or minimums. Investors should refer to their Interactive Brokers account agreement to determine if additional fees apply.

Alpha, often considered the active return on an investment, gauges the performance of an investment against a market index used as a benchmark.

The American Customer Satisfaction Investable Index uses an objective, rules-based methodology to measure the performance of large capitalization U.S.-listed companies whose customers have been surveyed and who have been assigned a customer satisfaction score by ACSI, LLC. The Index utilizes sector constraints to reflect the overall U.S. large cap market, and weights securities based on the Customer Satisfaction Data. It is not possible to invest directly in an index.

The American Customer Satisfaction Core Alpha ETF is distributed by Quasar Distributors, LLC.

ACSI Funds, a registered investment adviser, serves as investment adviser to the American Customer Satisfaction Core Alpha ETF and is paid a fee for its services.

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