

Bats Welcomes New Issuer SportsETFs to the Bats ETF Marketplace

- 36 Issuers, 184 Funds Now Listed on Bats in the U.S.

KANSAS CITY and NEW YORK – July 11, 2017 – Bats, a CBOE Holdings, Inc. company, and a leading market for exchange-traded product (ETP) trading globally, today welcomed new issuer SportsETFs to the Bats ETF Marketplace with the launch of one fund.

The Pro Sports Sponsors ETF (Bats: FANZ) seeks to provide investment results that, before fees and expenses, track the total return performance of the Pro Sports Sponsors Index. The Index is designed to measure the performance of companies which are official sponsors of the major professional football, baseball, hockey and basketball leagues in the United States or national sports broadcasters with rights agreements with such leagues. More information is available [here](#).

Laura Morrison, Senior Vice President, Global Head of Exchange-Traded Products at Bats: “Through ETFs, investors of every sort can easily access creative investment ideas through cost-competitive, highly liquid products – as epitomized by FANZ. We’re thrilled that SportsETFs has chosen Bats as the listing venue for this, their first fund, and look forward to working them in the future.”

Year-to-date, Bats has welcomed 44 ETFs to its U.S. market. In the second quarter of 2017, Bats welcomed a total of 26 ETFs to the Bats ETF Marketplace, and year-to-date has won 38 percent of all new U.S. ETF listings. There are now 184 ETFs listed on Bats ETF Marketplace, from 36 different issuers.

Additional information regarding listing and trading on the Bats ETF Marketplace is available on ETFMarketplace.com. Firms interested in listing products with Bats may email listings@bats.com.

About CBOE Holdings, Inc.

CBOE Holdings, Inc. (BATS: CBOE | NASDAQ: CBOE), owner of the Chicago Board Options Exchange, the Bats exchanges, CBOE Futures Exchange (CFE) and other subsidiaries, is one of the world’s largest exchange holding companies and a leader in providing global investors cutting-edge trading and investment solutions.

The company offers trading across a diverse range of products in multiple asset classes and geographies, including options, futures, U.S. and European equities, exchange-traded funds (ETFs), and multi-asset volatility and global foreign exchange (FX) products. CBOE Holdings’ 14 trading venues include the largest options exchange in the U.S. and the largest stock exchange in Europe, and the company is the second-largest stock exchange operator in the U.S. and a leading market globally for ETF trading.

CBOE Holdings is home to the CBOE Volatility Index (VIX Index), the world’s barometer for equity market volatility; the CBOE Options Institute, the company’s world-renowned education arm; CBOE Livevol, a leading provider of options technology, trading analytics and market data services; CBOE Vest, an asset management company specializing in target- outcome investment strategies; CBOE Risk Management Conferences (RMC), the premier financial industry forums on derivatives and volatility products; ETF.com, a leading provider of ETF news, data and analysis; and Hotspot, a leading platform for global FX trading.

The company is headquartered in Chicago with offices in Kansas City, New York, London, San Francisco, Singapore and Ecuador. For more information, visit www.cboe.com.

About SportsETFs, LLC

SportsETFs offers investors and sports fans the ability to access professional sports-related investment opportunities through an exchange-traded fund. SportsETFs provides investors with the opportunity to invest alongside companies that believe an association with professional sports can lead to greater brand awareness and increased revenues. SportsETFs is backed by rigorous research and an index that seeks to capture the growth in global sports business, and is designed to fit into investor portfolios as a core holding. For more information, please visit www.sportsetfs.com, or follow us on Facebook (www.facebook.com/sportsetfs) or Twitter [@SportsEtf](https://twitter.com/SportsEtf).

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