

# Media release

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## **UBS ETRACS LAUNCHES TWO EXCHANGE-TRADED NOTES LINKED TO THE ISE EXCLUSIVELY HOMEBUILDERS TOTAL RETURN INDEX**

- **ETRACS ISE EXCLUSIVELY HOMEBUILDERS ETN**
- **ETRACS MONTHLY RESET 2xLEVERAGED ISE EXCLUSIVELY HOMEBUILDERS ETN**

New York, March 11<sup>th</sup>, 2015 – UBS Investment Bank announced that today is the first day of trading on the NYSE Arca® for two new ETNs: the [ETRACS ISE Exclusively Homebuilders ETN \(NYSE Arca®: HOMX\)](#) and the [ETRACS Monthly Reset 2xLeveraged ISE Exclusively Homebuilders ETN \(NYSE Arca®: HOML\)](#). HOMX is linked to the performance of the ISE Exclusively Homebuilders Total Return Index and HOML is linked to the monthly compounded 2x leveraged performance of the ISE Exclusively Homebuilders Total Return Index.

### **Offers Investors:**

- Exposure to an index that is made up of exclusively homebuilding companies.
- Any cash dividends on the index are reinvested in the index and reflected in the index level.
- Convenience of an exchange-traded security.
- HOMX provides 1x exposure to an index made up of exclusively homebuilding companies.
- HOML provides 2x exposure to an index made up of exclusively homebuilding companies.

"The current market offering of homebuilders exchange traded products often conflates exposure between actual homebuilders and home related consumer discretionary equities", said Christopher Yeagley, Head of ETRACS. "We believe HOMX and HOML add value to investors by providing direct exposure to exclusively homebuilders."

### **About the ISE Exclusively Homebuilders Total Return Index**

The Index focuses solely on companies that engage in the development and construction of homes and communities. The Index is designed to provide direct exposure to homebuilders. The Index attempts to capture at least two-thirds of the homebuilders industry's market capitalization. Due to the non-uniform weight distribution across entire industries, a "modified" market capitalization-weighted methodology is used to adjust the weighting of the index constituent securities. This modification prevents a few large index constituent securities from dominating the Index and distorting an Index return that is representative of an industry sector. **It was created in June 7, 2005 and has no performance history prior to that date.**

## Top 10 Index Constituents

Name	Ticker	% Weight
LENNAR CORP	LEN	10.64%
DR HORTON INC	DHI	10.22%
TOLL BROTHERS INC	TOL	8.64%
PULTEGROUP INC	PHM	8.04%
MERITAGE HOMES CORP	MTH	5.35%
STANDARD PACIFIC CORP	SPF	5.08%
RYLAND GROUP INC/THE	RYL	5.01%
WILLIAM LYON HOMES	WLH	4.94%
TAYLOR MORRISON HOME GROUP	TMHC	4.65%
TRI POINTE HOMES INC	TPH	4.55%

Source: International Securities Exchange Holdings, Inc., as of 02/26/2015

## About ETRACS

For further information about ETRACS ETNs, go to [www.etracs.com](http://www.etracs.com) or download the [ETRACS Full ETN List](#).

ETRACS ETNs are exchange-traded notes, an innovative class of investment products offering access to markets and strategies that may not be readily available to investors, and offer unique diversification opportunities in a number of different sectors. ETRACS ETNs may offer:

- Convenience of an exchange-traded security.
- Transparent exposure to a published index.

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### **Notes to Editors**

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UBS is present in all major financial centers worldwide. It has offices in more than 50 countries, with about 35% of its employees working in the Americas, 36% in Switzerland, 17% in the rest of Europe, the Middle East and Africa and 12% in Asia Pacific. UBS employs about 60,000 people around the world. Its shares are listed on the SIX Swiss Exchange and the New York Stock Exchange (NYSE).

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