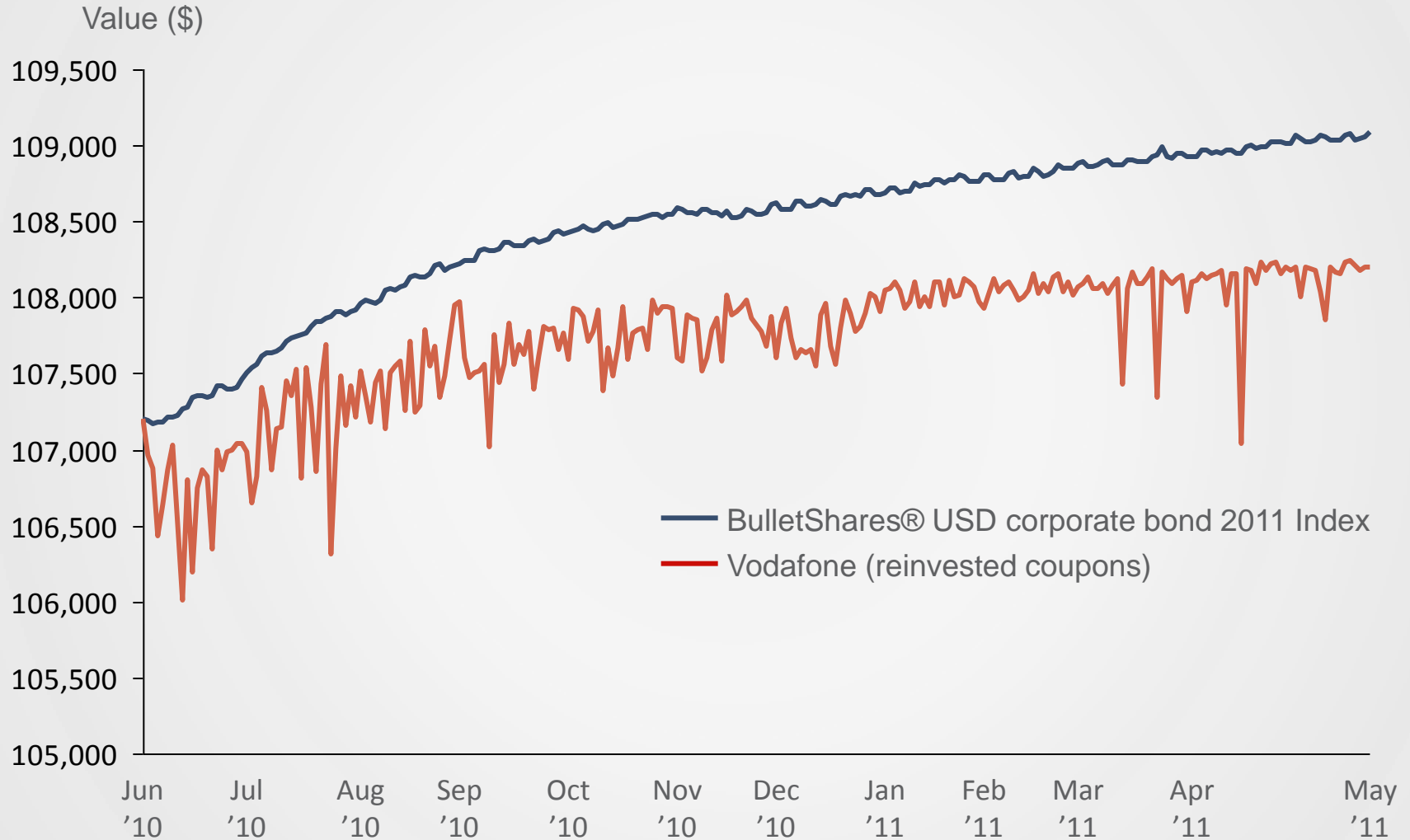


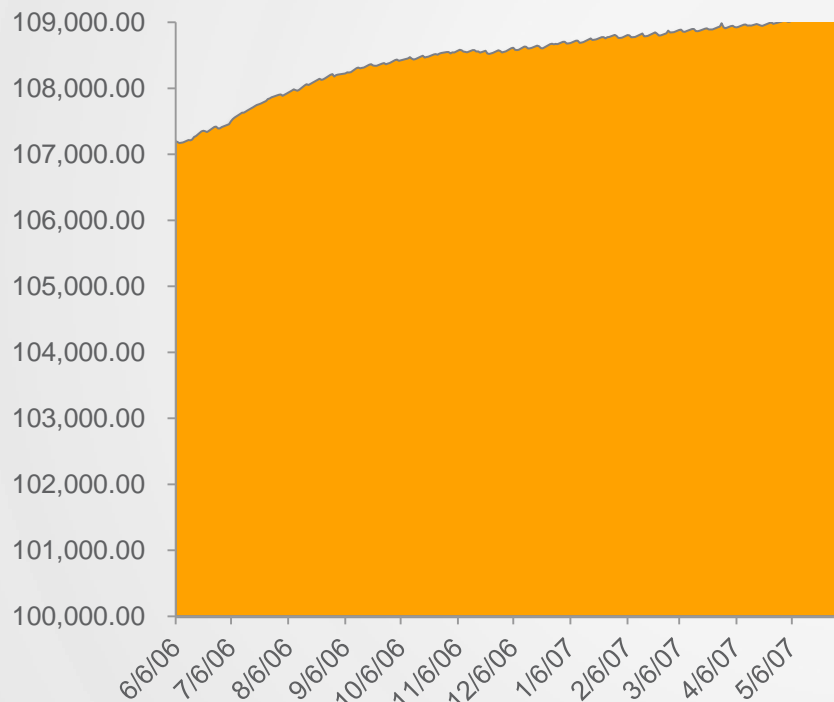
NASDAQ BULLETSHARES® INDEXES HAVE A BOND-LIKE TOTAL RETURN PROFILE



Note: Vodafone 5.5% 6/15/2011 bond used as a comparison with 2011 BulletShares® 2011 USD Corporate Bond Index as yield and duration characteristics are similar. Assumes bond coupon and fund distributions reinvested back into new bonds and shares

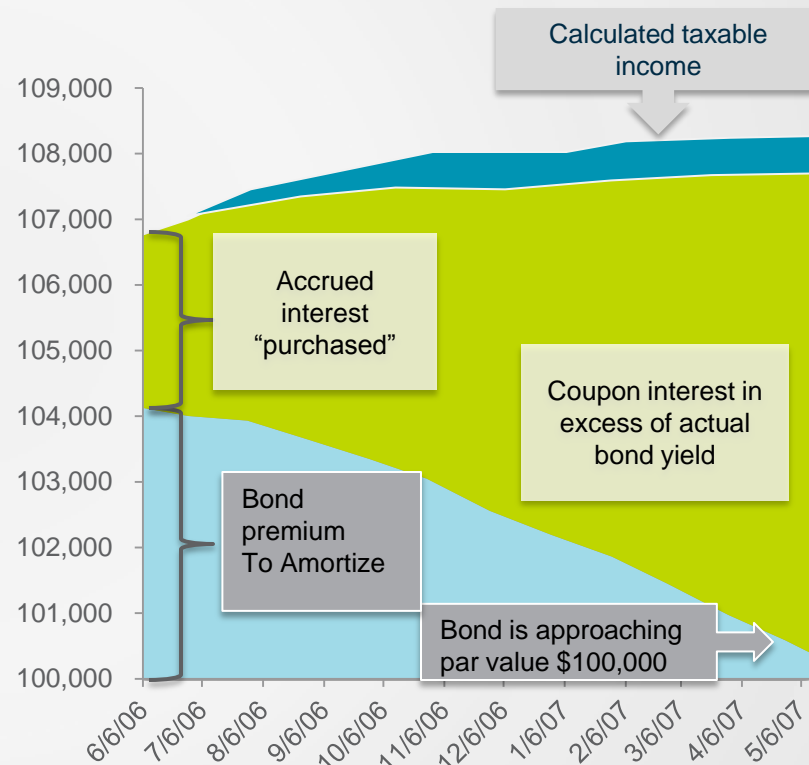
NASDAQ BULLETSHARES® INDEXES PROVIDE ADDITIONAL BENEFITS OVER INDIVIDUAL BONDS

BulletShares 2011 Bond Index



■ BulletShares® USD corporate bond 2011 Index

Vodafone 5.5% 6/15/2011 Bond



■ Vodafone (cleanprice) ■ Vodafone Coupons (reinvested)

Note: Assumes bond coupon and fund distributions reinvested back into new bonds and shares