

Press Release

For Immediate Release

Pacer ETFs Launches 2 New ETFs in the Cash Cows IndexSM Series
The Pacer US Small Cap Cash Cows 100 ETF (BATS: CALF) and The Pacer Developed Markets International Cash Cows 100 ETF (ICOW) will add a small-cap and international presence to the series

PAOLI, PA – June 19, 2017 – Pacer ETFs proudly announces the release of two new exchange traded funds (ETFs) in their Cash Cows IndexSM ETF Series.

- **Pacer US Small Cap Cash Cows 100 ETF (CALF)**: aims to capture the highest quality small-cap companies in the US by screening the S&P SmallCap 600[®] Index for the top 100 companies with the highest free cash flow yield.
- **Pacer Developed Markets International Cash Cows 100 ETF (ICOW)**: selects the top 100 companies with the highest free cash flow yield in the FTSE Developed ex-US Index.

For more information on the funds and other Pacer ETFs, including the prospectus, please visit PacerETFs.com. Both ETFs will trade on the Bats Global Markets (BATS) ETF Marketplace.

“At Pacer ETFs, we believe free cash flow yield is the best metric to measure quality,” says Sean O’Hara, President of Pacer ETF Distributors. “Our research shows companies with high free cash flow yield tend to outperform the broader market over time because they are more likely to have healthy balance sheets and growth potential. Having the cash flow story resonate well with Pacer Global Cash Cows Dividend ETF (GCOW) and Pacer US Cash Cows 100 ETF (COWZ), we are adding the ETFs to create more options for advisors looking for quality investment strategies.”

With the launch of the Pacer US Small Cap Cash Cows 100 ETF and the Pacer Developed Markets International Cash Cows 100 ETF, Pacer ETFs now offers four ETFs in the Cash Cows IndexSM Series, adding to the four Trendpilot[®] ETFs in the Trendpilot[®] Series. The firm has been steadily increasing in growth since inception, amassing over \$1 billion in assets under management in just two years, as demand for passive, rules-based funds continues to grow.

Joe Thomson, President of Pacer Financial, adds, “We set out to offer investors and their clients funds that can add value and differentiate their portfolios. With our two new funds, we can help investors gain exposure to high quality companies both in US small-cap and internationally. In today’s market, we believe there is real value in our Cash Cows IndexSM strategy.”

About Pacer ETFs:

Pacer ETFs is a [7-time award-winning¹](#) exchange traded fund provider focused on addressing investors’ needs through its two ETF families, the Trendpilot[®] Series and Cash Cows IndexSM Series. The Trendpilots aim to help investors navigate turbulent markets using three indicators, while the Cash Cows aim to select top companies in an index based on free cash flow yield to achieve long-term growth over time. Pacer ETFs employ a rules-based, passive management approach to track NASDAQ, Wilshire, S&P, and FTSE Russell Indexes. For more information on Pacer ETFs, please visit PacerETFs.com.

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Disclosure:

Before investing you should carefully consider the Fund's investment objectives, risks, charges, and expenses. This and other information is in the prospectus. A copy may be obtained by visiting www.paceretfs.com or calling 1-877-337-0500. Please read the prospectus carefully before investing.

An investment in the Funds is subject to investment risk, including the possible loss of principal. Pacer ETF shares may be bought and sold on an exchange through a brokerage account. Brokerage commissions and ETF expenses will reduce investment returns. There can be no assurance that an active trading market for ETF shares will be developed or maintained. The risks associated with these funds are detailed in the prospectus and could include factors such as concentration risk, equity market risk, fixed income risk, government obligations risk, high portfolio turnover risk, large and mid-capitalization investing risk, smaller companies risk, new fund risk, other investment companies risk, passive investment risk, tracking risk, trend lag risk, currency exchange rate risk, European investments risk, foreign securities risk, geographic concentration risk, non-diversification risk, sector risk, style risk, and/or special risks of exchange traded funds.

¹2015 ETF.com awards: People's Choice for Best New ETF - PTLC, Most Innovative New ETF - PAEU. ETF.com Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry. Alternative Investment Awards by Wealth & Finance: Most Innovative Financial Products for 2016. Judged solely on merit through a comprehensive selection process, the 2016 Alternative Investment Awards recipients are a true representation of market leaders at the cutting edge of the financial industry. I-Invest awards: Best new ETF Issuer for 2016, Most Innovative Large Cap ETF - PTLC, Best Eurozone ETF (since inception) - PAEU, Best New Strategy Driven ETF – GCOW (formerly PGHD). The i-invest 2016 ETF Awards are based exclusively on merit. The selections were made by i-invest's dedicated in-house research team.

Free Cash Flow Yield: FCF/EV. Measures a company's total free cash flow relative to its enterprise value.

Investment products offered are: Not FDIC Insured • No Bank Guarantee • May Lose Value
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