



## **Pacer ETFs announces new fund comprised of veteran friendly companies**

*VETS tracks companies that support veterans, active service members and their families*

**Paoli, PA (April 10, 2018)** – Pacer ETFs is proud to announce the Pacer Military Times Best Employers ETF (VETS) as the latest addition to its lineup. Its newest ETF seeks to track the total return performance of the Military Times Best for VETS Index<sup>SM</sup> before fees and expenses. The Index is calculated by Wilshire and owned and developed by VETS Indexes, LLC. Pacer will also donate 10% of its management fees earned from VETS to veteran-related charities.

“Pacer ETFs strongly believes that America’s military and veterans exemplify the best part of our country. Companies that treat veterans well should be recognized for their care and support of our best and brightest. Doing so through our new ETF is a unique and wonderful way to spotlight these companies, while also helping charities that support our nation’s heroes,” says Sean O’Hara, President of Pacer ETFs.

The *Military Times* is a trusted independent source for America’s military and its veterans. Each year, it announces the results of the Military Times Best for Vets: Employers Survey, which ranks companies based on their military recruitment efforts, corporate culture, reservist policies and military and veteran family policies.

Companies included in VETS have been named in the Best for Vets list for three consecutive years, have a market cap of at least \$200 million and meet a certain liquidity threshold.

Joe Thomson, founder and president of Pacer Financial, Inc., served as a 1<sup>st</sup> Lieutenant in the U.S. Army from July 1966 to June 1969. He also has a nephew currently serving as a Captain in the U.S. Navy.

“The years I served in the military provided me with the discipline and real-world education needed to succeed throughout my career. In creating our new ETF, we are spotlighting companies that do more than just appreciate America’s veterans. They also understand that America’s military develops amazing employees. Companies with a culture that supports veterans have proven themselves to be among the most well-run,” Thomson says.

This is Pacer’s 10th ETF. Its previous ETFs include [the Pacer Trendpilot Series<sup>TM</sup>](#), which uses a trend-following strategy which aims to participate in the market when it is trending up, maintain some exposure during short-term market declines and exit the market when it is trending down, and [the Pacer Cash Cows Index<sup>®</sup> Series](#), which employs a passive rules-based security selection process and seeks to identify top companies in an index universe based on their free cash flow yield.

### **About Pacer ETFs:**

Pacer ETFs is a [7-time award-winning<sup>1</sup>](#) exchange traded fund provider focused on addressing investors’ needs through its two fund families, the Pacer Trendpilot<sup>®</sup> Series and Pacer Cash Cows Index<sup>®</sup> 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 S&P, NASDAQ, and FTSE Russell Indexes. For more information on Pacer ETFs, please visit [PacerETFs.com](http://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](http://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, international operations risk, fixed income risk, government obligations risk, high portfolio turnover risk, index criteria risk, large, mid- and small-capitalization investing risk, market capitalization 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 and/or special risks of exchange traded funds.

<sup>1</sup>2015 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.

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