Rotate, don't retreat, with latest Pacer ETFs offering

Seasonal Sector Rotation ETF influenced by proven, time-tested investing strategy.

Paoli, Pa. – July 24, 2018 – The newly issued Pacer CFRA-Stovall Equal Weight Seasonal Rotation ETF (SZNE) offers a calculated approach to investing. Influenced by the investing adage "Sell in May and Go Away" the fund rotates into sectors that have historically fared well during certain times of the year. Pacer partnered with research giant CFRA and Sam Stovall, its chief investment strategist for U.S. equities and the author of *The Seven Rules of Wall Street: Crash-Tested Investment Strategies That Beat the Market,* in developing this innovative new ETF.

"CFRA and Sam have offered tremendous analysis on both the stock market and the economy for a very long time. Sam's twenty plus years of experience as Chief Equity Strategist at S&P and strategic approach to investing has us extremely excited about this partnership. Their analysis supports our belief in giving investors a common-sense approach with a risk management component that may help them grow their nest eggs and preserve it in case of a downturn," says Sean O'Hara of Pacer ETFs Distributors.

The fund tracks certain sectors of the S&P 500 Equal Weight Index. From November through April, the fund will offer equal weight exposure to companies in the consumer discretionary, industrials, information technology and material sectors. From May through October, the ETF will be exposed to companies in the defensive sectors of consumer staples and health care.

"CFRA is pleased to partner with Pacer to provide equity strategies that leverage the stock market's tendency to exhibit alternating seasonal strength and weakness. Our research shows that historically the S&P 500's average price change has been substantially higher during the six months from November 1 through April 30 than it has been during the six months from May 1 through October 31, but we believe you should rotate based on seasonal sector trends, not retreat," says Sam Stovall.

Joe Thomson, Founder and President of Pacer Financial, adds, "the Pacer CFRA-Stovall Equal Weight Seasonal Rotation ETF is an exciting new partnership for us at Pacer. We believe this new fund is something investors will embrace as it is a new way to strategically balance growth opportunities while maximizing the tax efficiency of the ETF wrapper."

Pacer ETFs also just launched the Pacer US Export Leaders ETF (PEXL), a fund that aims to capture the total return of 100 large-cap and mid-cap companies with a high percentage of foreign sales and high free-cash-flow growth.

About Pacer ETFs:
Pacer ETFs is a strategy driven exchange traded fund provider with 15 ETFs and about $2.6 billion in assets under management (as of 7/20/18). Pacer ETFs is focused on addressing investors' needs through its four fund families, the Pacer Trendpilot Series, Pacer Cash Cows Index Series, Pacer Leaders Series and Pacer Custom ETF Series. Pacer ETFs employ a rules-based, passive management approach to track S&P, NASDAQ, FTSE Russell, and Custom Indexes. For more information, 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 this fund are detailed in the prospectus and could include factors such as concentration risk, equity market risk, foreign sales risk, high portfolio turnover risk, large- and mid-capitalization investing risk, new fund risk, non-diversification risk, other investment companies risk, passive investment risk, sector risk, sector rotation risk, tracking risk and/or special risks of exchange traded funds.

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