



Innovator ETFs and Investor's Business Daily Celebrate the Innovator IBD ETF Leaders and Innovator IBD 50 ETF Listings with NYSE Opening Bell Ceremony

CHICAGO, IL February 26, 2018 -- [Innovator Capital Management, LLC](#) (Innovator) today announced plans to celebrate their partnership with Investor's Business Daily® (IBD®) on the [Innovator IBD® ETF Leaders ETF](#) (LDRS) and [Innovator IBD® 50 ETF](#) (FFTY) listings ringing the NYSE Opening Bell.

"The Innovator IBD ETF Leaders ETF (LDRS) is a high conviction ETF portfolio, delivered within a tax-efficient ETF wrapper, that provides investors dynamic global asset allocation and adapts to changing markets," said Bruce Bond, Chief Executive Officer of Innovator Capital Management. "The Innovator IBD 50 ETF (FFTY) is a tactical, high conviction portfolio consisting of the 50 top-ranked growth stocks according to Investor's Business Daily's CAN SLIM stock selection system. We are proud to have partnered again with Investor's Business Daily expanding our portfolio of listings based upon their robust investment research."

The Innovator IBD ETF Leaders ETF tracks the performance of the IBD ETF Leaders Index, developed and managed by Investor's Business Daily. The rules-based Index uses proprietary relative strength analysis, mean reversion, and other objective performance ratings to select market-leading ETFs across asset classes and geographies that are demonstrating high relative strength.

"The IBD ETF Leaders Index represents a unique approach to constructing a tactical portfolio of ETFs using IBD's time tested research to identify top performing ETFs. Beginning with a comprehensive evaluation of all ETFs across global equity, fixed income, alternative and cash opportunities without issuer bias, the highest scoring ETFs are included and equally weighted within the Index on a monthly basis," added Chris Gessel, Chief Content Officer of IBD. "The IBD 50 is our flagship index of leading growth stocks."

"Innovator has been a great partner and has paved access for investors and advisors that have long depended on our lists to guide investment decisions, providing an efficient way to gain exposure to the constituents of the respective indexes."

The IBD ETF Leaders Index selection universe is composed of all U.S.-listed ETFs registered under the 1940 Investment Company Act, and narrowed by excluding ETFs with low trading volume, and returns below the S&P 500 Index over the previous three months. The remaining ETFs are ranked according IBD's relative price strength rating methodology with the highest scoring included and equally weighted within the Index. Under normal circumstances, the Index will be reconstituted and rebalanced on the last trading day of each month.

The Innovator IBD® ETF Leaders ETF, listed on December 21, 2017, expands Innovator's suite

based upon Investor's Business Daily's powerful, time tested investment methodology. The [Innovator IBD[®] 50 ETF](#) (NYSE: FFTY) provides exposure to a tactical, high conviction portfolio of the 50 top-ranked growth stocks according to [Investor's Business Daily's](#) (IBD[®]) [CAN SLIM stock selection system](#).

About Investor's Business Daily

Investor's Business Daily is a leading financial news and research organization recognized for providing stock screens, comparative performance ratings, and unique commentary helping investors zero in on top performing growth stocks and ETFs. The company takes a data-first approach to investing, educating investors about how to invest successfully using tested methods and sound research. IBD has honed its approach over the last 50 years to help investors make smarter decisions and offers individual and professional investors a comprehensive lineup of print and online products, all based on a powerful investing system that has dramatically outperformed the S&P 500. IBD[®] was founded April 9, 1984 by William J. O'Neil, who also originated CAN SLIM.

About Innovator Capital Management, LLC

Innovator Capital Management, LLC is an SEC registered investment advisor (RIA) based in Wheaton, IL. Formed in 2014, the firm is currently headed by ETF visionaries Bruce Bond and John Southard, founders of one of the largest ETF providers in the world. Innovation is our hallmark and acts as a guide to our company principles. Innovator is committed to helping investors better control their financial outcomes by providing investment opportunities they never considered or thought possible.

Media Contact

Bill Conboy

+1 (303) 415-2290

bill@bccapitalpartners.com

Fund details, including standardized performance and holdings, can be seen at:

Innovator IBD[®] 50 ETF: www.innovatoretfs.com/FFTY

Innovator IBD[®] ETF Leaders ETF: www.innovatoretfs.com/LDRS

©2017 Morningstar, Inc. All Rights Reserved. The information herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results.

Investing involves risks. Principal loss is possible. ETFs face numerous market trading risks, including the potential lack of an active market for Fund shares, losses from trading in secondary markets, periods of high volatility and disruption in the creation/redemption process of the Fund. Unlike mutual funds, ETFs may trade at a premium or discount to their net asset value. ETFs are bought and sold at market price and not individually redeemed from the fund. Brokerage commissions will reduce returns. It is not possible to invest directly in an index.

The "IBD[®]" mark and logo have been licensed to the Adviser by Investor's Business Daily, Inc. (IBD) for use in connection with the Fund under certain circumstances. The Fund is not sponsored, endorsed or sold by IBD. IBD makes no representation regarding the advisability of investing in the Fund. Investor's Business Daily[®] mark and associated logos are used with permission by IBD.

The Fund's investment objectives, risks, charges and expenses should be considered before investing. The prospectus contains this and other important information, and may be obtained at innovatoretfs.com. Read it carefully before investing.

Innovator ETFs are distributed by Foreside Fund Services, LLC.

Copyright © 2018 Innovator Capital Management, LLC.
800.208.5212