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FOR IMMEDIATE RELEASE

CONTACT: James Doyle  
JCPR  
973-850-7308  
[jdoyle@jcprinc.com](mailto:jdoyle@jcprinc.com)

**DIREXION PARTNERS WITH LIFE COACH SARANO KELLEY TO HELP FINANCIAL ADVISORS IMPROVE PROFESSIONAL AND PERSONAL PERFORMANCE**

*Direxion Sponsors "The Game" for Financial Advisors and Senior Managers to Tap Unharnessed Potential*

**BOSTON** – September 27, 2011 – Direxion, a leader in alternative investment solutions, is pleased to announce that it is offering financial advisors and senior managers from across the financial services industry the opportunity to participate in "The Game," a 90-day program developed by well-known motivational coach Sarano Kelley. The program is designed to give financial advisors specific strategies to improve their work/life balance and meet goals both in and out of the office.

"Very few people give 100 percent effort all the time, and as a result, there is a wealth of untapped potential across all organizations and industries," said Direxion Chief Marketing Officer Andy O'Rourke. "We agree with Sarano Kelley that, with the right support, this potential can be harnessed and transformed into improved performance. In this respect, 'The Game' echoes Direxion's objective of helping investors and financial advisors optimize the potential of their portfolios through the use of alternative strategy investment solutions."

In addition to leading educational seminars focusing on strategies to meet participants' personal and professional goals, Mr. Kelley has agreed to author a series of white papers with Direxion aimed at financial advisors and branch managers. The white papers will provide tips to improve efficiency, profitability and recruitment.

"The Game" is adapted from Mr. Kelley's best-selling book *The Game: Win Your Life in 90 Days*. Mr. Kelley, who has appeared on *Good Morning America* and in TV specials such as VH1's *Broke and Famous*, has been ranked as the top speaker on Wall Street by the Securities Industry Association and the Wharton School of Business for many years. He also coached the White House Fellows leadership group during the Clinton administration.

"Many financial professionals are experiencing a great deal of pressure, burnout and loss of personal time due to the volatility in the market. Without some way of achieving a better work/life balance, it is difficult for people to persistently work and achieve at high levels," said Mr. Kelley. "The ability to generate results, achieve a more equitable balance and still grow one's business leads to greater growth on a continuous basis. That is the hallmark of this program and I am pleased to be able to partner with Direxion, which also emphasizes these goals through the use of their investment products that seek to provide downside protection in turbulent times."



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Financial advisors and senior managers who believe their present performance results are not indicative of their true potential can interview for admission to “The Game.” If accepted, they will team up with 10 to 12 other professionals and pinpoint several areas – professional and personal – where they can improve in 90 days. Participants in “The Game” typically see a 500 percent increase in assets and a greater than 900 percent increase in referrals.

For more information about “The Game,” please visit [www.direxionfunds.com/gameon](http://www.direxionfunds.com/gameon). For more information about Direxion, please contact James Doyle at 973-850-7308 or [jdoyle@jcprinc.com](mailto:jdoyle@jcprinc.com).

### **About Direxion**

[Direxion Funds](http://www.direxionfunds.com) and [Direxion Shares](http://www.direxionshares.com), managed by Rafferty Asset Management, LLC, offer leveraged index funds, ETFs and alternative-class fund products for investment advisors and sophisticated investors who seek to effectively manage risk and return in both bull and bear markets. Founded in 1997, the company has approximately \$7.5 billion in assets under management as of 6/30/11. The company’s business model is built on continuous product innovation, exceptional customer service and a commitment to building strategic relationships with distribution partners. For more information, please visit [www.direxionfunds.com](http://www.direxionfunds.com) or [www.direxionshares.com](http://www.direxionshares.com).

### **Disclosure:**

*An investor should consider the investment objectives, risks, charges, and expenses of the Direxion Funds carefully before investing. The [prospectus and summary prospectus](#) contain this and other information about Direxion Funds. To obtain a prospectus or summary prospectus, please contact the Direxion Funds at 800.851.0511. The prospectus or summary prospectus should be read carefully before investing.*

*Investing in index-based funds may be more volatile than investing in broadly diversified funds. The use of leverage by a mutual fund increases the risk to the fund. The more a fund invests in leveraged instruments the more the leverage will magnify gains or losses on those investments.*

### **Risks:**

*The risks associated with the funds are detailed in the prospectuses which include Adverse Market Conditions Risk, Adviser's Investment Strategy Risk, Aggressive Investment Techniques Risk, Commodities Risk, Concentration Risk, Counterparty Risk, Credit Risk, Currency Exchange Rate Risk, Debt Instrument Risk, Depositary Receipt Risk, Early Close/Trading Halt Risk, Emerging Markets Risk, Equity Securities Risk, Foreign Securities Risk, Gain Limitation Risk, Geographic Concentration Risk, Interest Rate Risk, Intra-Calendar Month Investment Risk, Inverse Correlation Risk, Leverage Risk, Lower-Quality Debt Securities, Market Risk, Market Timing Activity and High Portfolio Turnover, Monthly Correlation Risk, and Negative Implications of Monthly Goals in Volatile Market.*

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