

The ALPS Sector Dividend Dogs ETF [SDOG] is an Exchange Traded Fund that applies the 'Dogs of the Dow Theory' on a sector-by-sector basis using the S&P 500® as its starting universe of eligible securities. This strategy provides the following potential benefits:

- **High Dividend Yield Relative to US Large Cap Indices** – Starting with a smaller, quality universe such as the S&P 500® diminishes the likelihood of troubled and financially distressed companies entering the index and allows dividend yield to be the primary selection criterion for the index.
- **Sector and Stock Diversification** – SDOG provides high dividend exposure across all 10 sectors of the market by selecting the five highest yielding securities in each sector and equally weighting them. This provides diversification at both the stock and sector level.
- **Dogs Theory** – SDOG isolates the S&P 500® constituents with the highest dividend yield in their respective sectors providing the potential for price appreciation as market forces bring their yield into line with the overall market.

ETF Stats

Ticker:	SDOG
Underlying Index:	SDOGXTR
Listing Exchange:	NYSE Arca
CUSIP:	00162Q 858
Fund Inception:	6/29/2012
Dividends Paid:	Quarterly
Most Recent Dividend*:	\$0.3121
Gross Expense Ratio:	0.40%
NAV**:	\$35.54
Shares Outstanding:	27.809 Million

* Dividend Paid on 12/31/15

** As of 12/31/15

Investment Objective

The Fund seeks investment results that replicate as closely as possible, before fees and expenses, the performance of the S-Network® Sector Dividend Dogs Index (the "Underlying Index").

PERFORMANCE as of 12/31/15

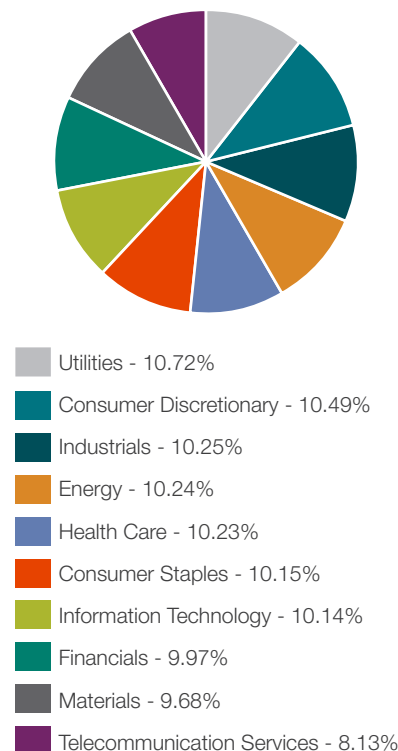
Total Returns	Cumulative				Annualized		
	1 Month	3 Month	YTD	Since Inception	1 Year	3 Year	Since Inception ¹
ALPS Sector Dividend Dogs ETF (Net Asset Value)	-1.04%	5.88%	-3.20%	61.99%	-3.20%	14.34%	14.75%
ALPS Sector Dividend Dogs ETF (Market Price) ²	-1.13%	5.85%	-3.22%	61.95%	-3.22%	14.29%	14.74%
S&P 500® Total Return Index (Benchmark)	-1.58%	7.04%	1.38%	61.67%	1.38%	15.13%	14.68%
S-Network® Sector Dividend Dogs TR Index (Benchmark)	-1.00%	6.03%	-2.83%	64.67%	-2.83%	14.89%	15.28%

Performance data quoted represents past performance. Past performance does not guarantee future results. Current performance may be higher or lower than actual data quoted. Call 1.866.675.2639 or visit www.alpssectordividenddogs.com for current month end performance. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.

¹ Fund inception date of 6/29/2012.

² Market Price is based on the midpoint of the bid/ask spread at 4 p.m. ET and does not represent the returns an investor would receive if shares were traded at other times.

SDOG Index Allocations



Allocations as of 12/31/15 and are subject to change.



INDEX CONSTITUENTS *as of 12/31/15***CONSUMER DISCRETIONARY**

COH US	Coach Inc
F US	Ford Motor Co
GRMN US	Garmin Ltd
MAT US	Mattel Inc
WYNN US	Wynn Resorts Ltd

HEALTH CARE

ABBV US	AbbVie Inc
BAX US	Baxter International Inc
JNJ US	Johnson & Johnson
MRK US	Merck & Co. Inc.
PFE US	Pfizer Inc

TELECOMMUNICATION SERVICES

T US	AT&T Inc
CTL US	CenturyLink Inc
FTR US	Frontier Communications Corp
VZ US	Verizon Communications Inc

CONSUMER STAPLES

MO US	Altria Group Inc
KO US	Coca-Cola Co/The
PM US	Philip Morris International
PG US	Procter & Gamble Co/The
WMT US	Wal-Mart Stores Inc

INDUSTRIALS

CAT US	Caterpillar Inc
CMI US	Cummins Inc
ETN US	Eaton Corp Plc
EMR US	Emerson Electric Co
PBI US	Pitney Bowes Inc

UTILITIES

CNP US	CenterPoint Energy Inc
DUK US	Duke Energy Corp
ETR US	Entergy Corp
NRG US	NRG Energy Inc
SO US	Southern Co/The

ENERGY

COP US	ConocoPhillips
ESV US	EnSCO plc-Cl A
KMI US	Kinder Morgan Inc
OKE US	Oneok Inc
SE US	Spectra Energy Corp

INFORMATION TECHNOLOGY

CA US	CA Inc
HPQ US	HP Inc
IBM US	Intl Business Machines Corp
QCOM US	Qualcomm Inc
STX US	Seagate Technology

Source: Bloomberg
Subject to change

FINANCIALS

CINF US	Cincinnati Financial Corp
IVZ US	Invesco Ltd
MET US	MetLife Inc
NAVI US	Navient Corp
PBCT US	People's United Financial

MATERIALS

DOW US	Dow Chemical Co/The
FCX US	Freeport-McMoRan Inc
IP US	International Paper Co
MOS US	Mosaic Co/The
NUE US	Nucor Corp

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IMPORTANT DISCLOSURES & DEFINITIONS

An investor should consider the investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus which contain this and other information call 866.675.2639 or visit www.alpsfunds.com. Read the prospectus carefully before investing.

ALPS Sector Dividend Dogs ETF Shares are not individually redeemable. Investors buy and sell shares of the ALPS Sector Dividend Dogs ETF on a secondary market. Only market makers or "authorized participants" may trade directly with the Fund, typically in blocks of 50,000 shares.

There are risks involved with investing in ETFs including the loss of money. Additional information regarding the risks of this investment is available in the prospectus.

The Fund is subject to the additional risks associated with concentrating its investments in companies in the market sector.

Diversification does not eliminate the risk of experiencing investment losses.

The Fund's investments in non-U.S. issuers may involve unique risks compared to investing in securities of U.S. issuers, including, among others, greater market volatility than U.S. securities and less complete financial

information than for U.S. issuers. In addition, adverse political, economic or social developments could undermine the value of the Fund's investments or prevent the Fund from realizing the full value of its investments. Financial reporting standards for companies based in foreign markets differ from those in the United States. Finally, the value of the currency of the country in which the Fund has invested could decline relative to the value of the U.S. dollar, which may affect the value of the investment to U.S. investors. An investor cannot invest directly in an index.

The S-Network® Sector Dividend Dogs Index (Ticker: SDOGX) is designed to serve as a fair, impartial and transparent measure of the performance of U.S. large cap equities with above average dividend yields.

Dogs of the Dow Theory: an investment strategy which proposes that an investor annually select for investment the ten Dow Jones Industrial Average stocks whose dividend is the highest fraction of their price.

The S&P 500® is an index of 500 stocks chosen for market size, liquidity and industry grouping among other factors.

ALPS Portfolio Solutions Distributor, Inc. is the distributor for the ALPS Sector Dividend Dogs ETF.

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