

Press Contact:

Mike MacMillan/Chris Sullivan
MacMillan Communications
212.473.4442
chris@macmillancom.com

**MARKET VECTORS ETFs ADDS TO ENERGY OFFERINGS;
LAUNCHES FIRST UNCONVENTIONAL OIL & GAS ETF**

*Market Vectors Unconventional Oil & Gas ETF (FRAK)
seeks to tap vast potential of fast-growing energy sub-sector*

NEW YORK, (February 15, 2012) – Market Vectors ETFs announced today the launch of **Market Vectors Unconventional Oil & Gas ETF** (NYSE Arca: FRAK), the first U.S.-listed exchange-traded fund (ETF) designed to provide investors with pure play exposure to this fast-growing segment of the energy sector, which can include efforts in coal bed methane, coal seam gas, shale oil, shale gas, tight natural gas, tight oil and tight sands.

FRAK comes to the market as rising global consumption and the quest for energy independence is driving many nations to seek additional supply sources for oil and natural gas. Unconventional technologies—which include hydraulic fracturing, lateral or deep sea drilling, high pressure gas injection, and advanced 3D imaging—may have potential to transform the global energy landscape by dramatically increasing supply and altering import needs. During the past several years, new extraction techniques applied to traditional resources have led to significant, “game changing” increases in North America’s natural gas supply capacity. More recently, these same techniques have been utilized by oil companies striving to produce similar results. Companies located outside North America, in countries such as China, Australia and Argentina, have also begun exploring the potential of unconventional energy. Technological advancements and cost efficiencies have attracted interest from major global energy companies that are eager to participate, as evidenced by rapidly increasing M&A activity.

“We’re pleased to add FRAK to our family of hard assets ETFs,” said Allison Lovett, Vice President of Marketing at Van Eck Global. “As momentum continues to build in this innovative sub-sector of the energy world, companies in this space are poised to lead the way in the discovery and extraction of energy from new and existing sources.”

FRAK seeks to replicate as closely as possible, before fees and expenses, the price and yield performance of Market Vectors Unconventional Oil & Gas Index (ticker: MVFRAKTR), a rules-based index intended to track the overall performance of companies involved in the exploration, development, extraction, production, and/or refining of unconventional oil and natural gas. The index includes companies that derive the majority of their revenues from unconventional oil and gas (or have properties with the potential to do so), have a market cap in excess of \$150 million,

a three-month average daily trading volume of at least \$1 million, and minimum trading volume of 250,000 shares each month over the preceding six months. As of January 31, 2012, the index had 43 constituents.

Market Vectors notes that investing in unconventional oil and gas companies is not without risks, including the inherent volatility of energy prices, exploration and production spending, operating hazards, limited production history, a still evolving regulatory environment, and more.

FRAK joins a Market Vectors family of ETFs that already included such energy-focused funds as Market Vectors Coal ETF (NYSE Arca: KOL), Market Vectors Solar Energy ETF (NYSE Arca: KWT), Market Vectors Global Alternative Energy ETF (NYSE Arca: GEX), and Market Vectors Oil Services ETF (NYSE Arca: OIH).

FRAK, Van Eck's 45th Market Vectors ETF, has a gross expense ratio of 0.62 percent and a net expense ratio of 0.54 percent, which is capped until at least May 1, 2013.

About Market Vectors ETFs

Market Vectors exchange-traded products have been offered since 2006 and span many asset classes, including equities, fixed income (municipal and international bonds) and currency markets. The Market Vectors family currently totals \$23.7 billion in assets under management, making it the fifth largest ETP family in the U.S. and eighth largest worldwide as of December 31, 2011.

Market Vectors ETFs are distributed by Van Eck Global. Founded in 1955, Van Eck Global was among the first U.S. money managers helping investors achieve greater diversification through global investing. Today, the firm continues this tradition by offering innovative, actively managed investment choices in hard assets, emerging markets, precious metals including gold, and other alternative asset classes. Van Eck Global has offices around the world and manages approximately \$33.1 billion in investor assets as of December 31, 2011.

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Investments in the unconventional oil and gas sector are exposed to certain risks which include, among others, volatility of energy prices, exploration and production spending, operating hazards, limited production history, royalty interests, liens and other burdens, third party pipeline availability and capacity, and an evolving regulatory environment. Additionally, the Fund is subject to changes in economic and political conditions, foreign currency fluctuations, changes in foreign regulations and other risks inherent to international investing. Investors should be willing to accept a high degree of volatility and the potential of significant loss. The Fund may loan its securities, which may subject it to additional credit and counterparty risk. See the Fund's prospectus and summary prospectus for more complete information regarding investment risks.

Market Vectors Unconventional Oil & Gas Index (the "Index") is the exclusive property of Market Vectors Index Solutions GmbH (a wholly owned subsidiary of the Adviser), which has contracted with Structured Solutions AG to maintain and calculate the Index. Structured Solutions AG uses its best efforts to ensure that the Index is calculated correctly. Irrespective of its obligations towards Market Vectors Index Solutions GmbH, Structured Solutions AG has no obligation to point out errors in the Index to third parties. Market Vectors Unconventional Oil & Gas ETF (the "Fund") is not sponsored, endorsed, sold or promoted by Market Vectors Index Solutions GmbH and Market Vectors Index Solutions GmbH makes no representation regarding the advisability of investing in the Fund. Market Vectors Unconventional Oil & Gas Index (the "Index") is the exclusive property of Market Vectors Index Solutions GmbH, which has contracted with Structured Solutions AG to maintain and calculate the Index. Structured Solutions AG uses its best efforts to ensure that the Index is calculated correctly. Irrespective of its obligations towards Market Vectors Index Solutions GmbH, Structured Solutions AG has no obligation to point out errors in the Index to third parties.

The "Net Asset Value" (NAV) of a Market Vectors exchange-traded fund (ETF) is determined at the close of each business day, and represents the dollar value of one share of the fund; it is calculated by taking the total assets of the fund, subtracting total liabilities, and dividing by the total number of shares outstanding. The NAV is not necessarily the same as the ETF's intraday trading value. Market Vectors ETF investors should not expect to buy or sell shares at NAV.

Fund shares are not individually redeemable and will be issued and redeemed at their NAV only through certain authorized broker-dealers in large, specified blocks of shares called "creation units" and otherwise can be bought and sold only through exchange trading. Creation units are issued and redeemed principally in kind. Shares may trade at a premium or discount to their NAV in the secondary market.

Investing involves substantial risk and high volatility, including possible loss of principal. An investor should consider the investment objective, risks, charges and expenses of the Fund carefully before investing. To obtain a prospectus and summary prospectus, which contains this and other information, call 888.MKT.VCTR or visit marketvectorsetfs.com. Please read the prospectus and summary prospectus carefully before investing.

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Van Eck Securities Corporation, Distributor, 335 Madison Avenue, New York, NY 10017