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Market Vectors Index Solutions GmbH

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Market Vectors® Index Solutions GmbH Focuses on Liquid, Investable Benchmarks

Van Eck Global commences self-indexing with the launch of Market Vectors Index Solutions GmbH (MVIS)

NEW YORK, (November 30, 2011) – New York-based asset manager Van Eck Global today announced the launch of Market Vectors Index Solutions GmbH (“MVIS”) and the company’s new index website (marketvectorsindices.com). The Frankfurt, Germany-based MVIS will develop, market and license the Market Vectors Indices, which currently underlie many of Van Eck Global’s exchange-traded funds.

MVIS launches with approximately USD 4 billion in investor assets tied to its selection of indices. The firm’s index methodology emphasizes investability, liquidity, and diversification and its indexes are currently used by 15 ETFs. Market Vectors ETFs have emphasized the Market Vectors Methodology in a 2011 advertising campaign that targeted institutional investors and RIAs. The current suite of Market Vectors Indices spans several asset classes, including commodity, international equity and international fixed income markets. MVIS has assumed ownership of the existing Market Vectors Indices that had been previously owned by 4asset-management.

“The launch of MVIS is an important step for Van Eck Global,” said Jan van Eck, Principal and CEO of Van Eck Global. “Generally speaking, there has been a shift from theoretical benchmarks to investable benchmarks within the ETF space. The ability to develop our own line of proprietary benchmarks will allow for more flexibility to create indices that are well suited to underlie investment products such as ETFs.”

MVIS is headed by CEO Lars Hamich, an internationally recognized index expert. Mr. Hamich has over fifteen years of experience in the index field and financial product strategies, acquired through his tenure with various stock exchanges, index providers and product issuers.

“Our goal is to add value to an almost saturated index market,” said Mr. Hamich. “We have designed an index concept that we believe better captures today’s reality of economies or market sectors. The pure-play methodology of our indices reflects increasing globalization and captures some traditionally difficult-to-access markets. We also left the usual distinction between blue chip- and benchmark indices behind because Market Vectors Indices combine the best of both worlds. Our indices are highly investable due to the implementation of strict size, liquidity and free-float market-capitalization requirements but they also provide comprehensive and well-diversified exposure to their respective index universes.”

Detailed information regarding MVIS and its selection of indices, including methodology details and comprehensive data are available on marketvectorsindices.com.

Market Vectors Index Solutions GmbH (MVIS)

Market Vectors Index Solutions develops, monitors and licenses the Market Vectors Indices, a selection of highly focused, pure-play, investable and diversified benchmark indices. The indices are especially designed to underlie financial products. Market Vectors Indices cover several asset classes, including commodity and international equity markets as well as fixed income markets and are licensed to serve as underlyings for financial products. Approximately USD 4 billion in assets under management are invested in financial products based on Market Vectors Indices.

About Van Eck Global

Headquartered in Frankfurt, Germany, MVIS is a subsidiary of Van Eck Global (Europe), the base for Van Eck's international ETF business. Van Eck Global is a privately owned U.S.-based investment management firm. Founded in 1955, the firm was among the first U.S. money managers helping investors achieve greater diversification through global investing. Van Eck International Investors Gold Fund was launched in 1968, and was the first U.S. gold mutual fund. 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. Market Vectors exchange-traded products have been offered since 2006 and span many asset classes. Van Eck is the sixth largest ETF provider in the U.S. and the eighth largest worldwide. Van Eck has five offices around the world and manages approximately USD 34.3 billion in investor assets as of 10.31.11.

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