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**MEDIA RELEASE****Market Vectors appoints head of business Australia**

**Sydney, 11 July 2013** - Market Vectors ETF Trust (Market Vectors), the exchange traded fund (ETF) business of Van Eck Global, today announced the appointment of Arian Neiron as Managing Director of its Australian business.

Market Vectors was first launched in the US in 2006 and has grown to be a top-ten worldwide ETP provider. Market Vectors entered the Australian market in 2012 and is seeking to list new ETFs in Australia.

Neiron joined Market Vectors Australia in 2012 as Senior Director from management consulting firm Sunstone Partners, where he was a partner of the business and specialised in product and strategy for the asset and wealth management sectors. Previously, he worked for Perpetual for over eight years as a Senior Portfolio Specialist and Head of Product Development. Neiron also worked for Credit Suisse as Head of Product Development specialising in Alternative Investments, Hedge Funds, Commodities and Private Equity.

As Managing Director of the firm, Neiron will lead the Australian Market Vectors business, setting strategy and overseeing all product and distribution efforts. Neiron reports directly to Lars Hamich, Managing Director, International Business Development, Van Eck Global and Chief Executive Officer of Market Vectors Index Solutions.

"We are delighted to have someone of Arian's calibre to lead our team in Australia. Arian has exceptional knowledge and experience in product development, strategy and distribution and we are confident that Arian will provide strong leadership and grow the business in Australia," said Mr Hamich.

Market Vectors offers over 50 exchange traded products worldwide spanning international markets, commodities, emerging markets, global equities, fixed income and currency sectors. As of 31 May 2013, Market Vectors managed total assets of US\$23.7 billion.

Arian Neiron, Managing Director, Market Vectors Australia said, "I am excited to lead the expansion of Market Vectors in Australia. We are fully committed to growing our presence locally by offering investors high-quality products, exceptional service and a focus on ETF education. The Australian ETF market is growing rapidly reaching A\$7.7 billion in June 2013 - almost a 50 per cent increase from 12 months ago. We plan to participate and contribute to that growth by providing Australian investors with ETFs offering targeted exposure to important investment sectors and educating investors about the benefits of ETFs."

Van Eck Global has a separate business based in Frankfurt, Germany called Market Vectors Index Solutions (MVIS). This business was founded to solely develop purpose-built indices specifically built for ETF investing. MVIS develops, monitors and markets the Market Vectors Indices. More than US\$14.3 billion<sup>1</sup> is invested in investment products based on Market Vectors Indices.

"Many traditional indices have been developed to describe the market and measure its performance, however often they don't provide the most representative, or most comprehensive basket of stocks for a given market sector. What sets most of our ETFs apart is our unique index methodology and rules governing the construction of the underlying indices. Most of our ETFs are built on purpose-built indices providing full replication, transparency, liquidity, diversification and pure play exposure to the underlying securities," Mr Neiron said.

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<sup>1</sup> As at March 2013

**ENDS**

**General information only**

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**About Van Eck Global**

Market Vectors ETFs are sponsored by Van Eck Global. Founded in 1955, Van Eck Global was among the first US money managers helping investors to 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 managed approximately US\$32 billion in investor assets as of 31 May, 2013.

**About Market Vectors**

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 totalled US\$23.7 billion in assets under management, making it the seventh largest ETP family in the US and tenth largest worldwide as of 31 May, 2013.

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