



**Contact info:**

*Katherine McMillan 617.451.2030  
Compton Consulting Group  
[katherine@comptonconsulting.com](mailto:katherine@comptonconsulting.com)*

*or*

*Andy O'Rourke  
Direxion Funds  
[orourkea@direxionfunds.com](mailto:orourkea@direxionfunds.com)  
617.399.-8851  
[www.direxionfunds.com](http://www.direxionfunds.com)*

**FOR IMMEDIATE RELEASE**

**DIREXION FUNDS LAUNCHES NEW INITIATIVES TO EDUCATE ADVISORS**

(Boston, MA. Oct 8, 2007) Direxion Funds, a leading provider of leveraged index mutual funds, announces a series of new initiatives designed to educate investment advisors on the best ways to employ these products in their portfolios.

Direxion launched its web seminar series in August and followed up in September with a session focusing on portfolio investment strategies. On October 9<sup>th</sup> Direxion will present "Insights & Perspectives on the High Yield Markets." The firm will host frequent ongoing web seminars as part of the new education initiative. These programs are designed for advisors who are interested in learning more about alternative investment products and sophisticated investment strategies. They can register to attend by contacting [francaw@direxionfunds.com](mailto:francaw@direxionfunds.com).

Direxion also launched *Direxion e-News*, a quarterly electronic newsletter for advisors that contains useful tools and resources for delivering investment strategies that take advantage of the unique features of leveraged index funds. The first issue has articles by Dan O'Neill, President & Chief Investment Officer of Direxion Funds, discussing recent economic developments, such as the Federal Reserve interest rate policy decisions, the sub-prime turmoil, and implications of these events on the market; Direxion's high yield manager, Loren Norton, who discusses recent developments in the high yield marketplace and the performance of Direxion's high yield funds; and [Market Volatility - Be Strategic Not Emotional](#), a feature tied to the recent market activity.

Links to tools and white papers on the Direxion website, as well as other articles of interest to advisors are also contained within *Direxion e-News*. Last year, the company created several interactive tools for advisors that enable them to better understand the effects of using leveraged index mutual funds:

Direxion's [Correlation Center](#) contains an impressive correlation calculator and other interactive correlation analysis tools that allow users to compare correlation coefficients across all of Direxion's active funds and the relevant indices. Advisors can link to these tools as well as others, including the Direxion [Tracking Center](#), a tool designed to provide transparency into the expected performance and tracking variance of Direxion Funds that displays expected return, actual return, tracking difference, and R-squared for a user-defined date range.

Another new initiative is the introduction of Direxion's [Strategy Series](#), articles e-mailed to advisors which detail sophisticated portfolio strategies such as portable alpha, hedging, long/short relative and partial leveraging. This series is designed to help investors better understand these strategies and the key role that leveraged index funds play in their execution.

Andy O'Rourke, Direxion Fund's Marketing Director, comments, "The positive feedback that we've received as a result of the deployment of this program has been very rewarding and led to significant increased business with both new and existing relationships. In fact, there have been specific examples of advisors that have previously worked with our main competitors telling us they plan to bring more of their business to Direxion because of their appreciation for our educational focus."

\*\*\*

***Direxion Funds (formerly Potomac Funds), managed by Rafferty Asset Management, LLC, is a major provider of leveraged index and alternative-class mutual 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 \$1.5 billion in assets under management. The company's business model is built on continuous product innovation, exceptional customer service and a commitment to building strategic relationships with a focused group of distribution partners.***

For more information, please visit: [www.direxionfunds.com](http://www.direxionfunds.com).