



FOR IMMEDIATE RELEASE

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OOK, the first state-based equity exchange-traded fund, nears launch

OOK Advisors receives the SEC's Notice of Exemptive Relief

OKLAHOMA CITY – OOK Advisors, LLC, announced today the receipt from the U.S. Securities and Exchange Commission (SEC) of a Notice of Exemptive Relief, which barring the unforeseen, signals an order is likely to be issued on Sept. 17 to allow trading of any funds under OOK Advisors. The notice can be viewed at <http://sec.gov/rules/icreleases.shtml>. The company will first launch the Oklahoma Exchange-Traded Fund (OOK), which invests in a portfolio of securities that represents a benchmark index of publicly traded, Oklahoma-based companies. OOK will trade on the New York Stock Exchange (NYSE) Arca with the proposed stock symbol "OOK."

OOK Advisors will also launch the TXF Large Companies Exchange-Traded Fund, expected to trade on the NYSE Arca under the symbol "TXF," at the same time or shortly after OOK begins trading. Subsequent fund plans include organizing Texas mid and small cap exchange-traded funds, making four total funds to be offered by OOK Advisors.

"Both Oklahoma and Texas are known as business-friendly states with strong public companies," said Keith Geary, chairman of OOK Advisors. "I believe both states have weathered the recent national economic storms in an enviable fashion and are poised to move forward."

OOK is based on the [SPADE Oklahoma Index](#), a modified market capitalization weighted index that seeks to measure the performance of publicly traded companies who have significant operation in Oklahoma. Likewise, TXF is based on the [SPADE Texas Index](#), focusing on publicly traded companies in Texas.

For more information about OOK, visit www.ooketf.com and for TXF, visit www.txfetf.com.

"The information in the prospectus is not complete and may be changed. We may not sell these securities until the registration statement filed with the Securities and Exchange Commission is effective. This prospectus is not an offer to sell these securities and is not soliciting an offer to buy these securities in any state where the offer or sale is not permitted."

Investors should consider the investment objectives, risks, charges and expenses of OOK, Inc. carefully before investing. This and other important information about OOK, Inc. and TXF Funds, Inc. can be found in their prospectuses. To obtain a copy of OOK, Inc.'s prospectus, please call (405) 235-5757 or visit OOK, Inc.'s Web site at www.ooketf.com. To obtain a copy of TXF Funds, Inc.'s prospectus, please

call (405) 235-5757 or visit TXF Funds, Inc.'s Web site at www.txfetf.com. Please read the prospectus carefully before investing.

“Because OOK ETF will invest substantially all of its assets in the securities of companies that have their headquarters or principal place of business located in Oklahoma, or that generate a significant portion of their revenues in Oklahoma, OOK ETF will be subject to greater volatility as a result of the events and conditions affecting Oklahoma, to a greater extent than an ETF that did not focus its investments in this manner.”

“Because TXF ETF will invest substantially all of its assets in the securities of companies that have their headquarters or principal place of business located in Texas, or that generate a significant portion of their revenues in Texas, TXF ETF will be subject to greater volatility as a result of the events and conditions affecting Texas, to a greater extent than an ETF that did not focus its investments in this manner.”

OOK and TXF are distributed by ALPS Distributors, Inc. ALPS Distributors, Inc. and Capital West Securities, Inc. are unaffiliated entities.

An investment in the OOK or TXF involves risks, including loss of principle. Holdings are subject to change.