



FOR IMMEDIATE RELEASE

NIEMANN CAPITAL MANAGEMENT LAUNCHES BROAD NEW BRANDING INITIATIVE
—New Website, Logo, Collateral Materials Designed to Differentiate the “Niemann Advantage” Theme of Active vs. Passive Management Keyed to Firm’s Methodology—

Capitola, CA - November 13, 2008 - To more effectively reflect its distinction as an “active,” innovative tactical asset management firm versus more common passive investment styles, Niemann Capital Management (NCM) has launched a sweeping brand initiative today, encompassing a completely new website that’s been totally re-engineered from the ground up, a fresh new logo and an entirely redesigned suite of sales support materials.

The rebranding project was undertaken to create greater awareness of NCM’s tactical investment philosophy among advisors and investors to provide a stronger presentation of the Niemann name and methodology. Consistent with NCM’s active strategy of rotating investments off weakened “themes” and onto strengthening themes (i.e., off large cap and onto small cap), a new corporate tagline accompanies all materials integral to the revised Niemann brand. It aptly and concisely conveys Niemann’s approach with the phrase: “Don’t just allocate. Rotate.SM”

“An initial audit of the old brand clearly indicated that we needed to do a much better job packaging and delivering the Niemann story,” said Jim Dunnigan, Director of Marketing for NCM, “which provided the impetus for rebranding the company. We immediately identified and validated the two principal reasons to re-brand: first, differentiating the organization from our competitors and second, creating greater awareness. As a result, we’ve refined and distilled Niemann’s message to make it much easier for both our advisors and investors to immediately see who we are and what we can do for them.”

Press Release



Don't just allocate. Rotate.™

The firm's new website incorporates selected findings from extensive research by NCM's Marketing Department both inside and outside of the investment industry. Addressing a common problem, the new NCM website has been specifically designed to make often-complex investment concepts easy to understand, and to provide advisors and investors with immediate access to the information they need to make informed investment decisions.

Utilizing a clean, contemporary graphic design, the new site incorporates user-friendly, well-organized navigation, highlighting components of the Niemann story, presented as building blocks of the whole. These enhancements include product descriptions that clearly focus on specific investment objectives, and a direct link between different Separately Managed Account (SMA) strategies and the performance data for each. At the end of each section - such as First Time Visitor, the Niemann Advantage, Key Concepts and Strategies, and Performance - users can access the next step in the navigation through suggested links.

"The new website and new suite of sales support material work in tandem, in that all the key elements of the Niemann story are consistent in both. As such, we always tell one story with one voice throughout the new brand. The end result, we feel, speaks for itself and now best reflects the essence of the Niemann brand," Dunnigan concluded.

Founded in 1991, Niemann Capital Management is an innovative investment management firm distinguished by its tactical or active asset allocation methodology. Its proprietary, disciplined process is based on continuous daily analysis of current market conditions, designed to achieve the greatest potential return with the least possible risk to its investors.

Press Release



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Unlike a passive, buy-and-hold approach, Niemann applies its tactical asset allocation in direct response to market movements. On a daily basis, NCM identifies areas where the market is performing well on a risk-adjusted basis: rotating out of weakening themes and rotating into strengthening themes with the best risk/reward characteristics. As a result, investors can take advantage of emerging opportunities while minimizing downside risk.

With preservation of capital as the cornerstone of its philosophy, NCM has generated favorable returns for its clients in up as well as down markets. NCM's range of conservative, moderate and aggressive SMA strategies can be applied to mutual funds as well as variable annuities and variable life products. Its family of mutual fund SMA strategies is available on the Charles Schwab Institutional and Fidelity Institutional Brokerage platforms. The firm is based in Capitola, California.

For further information, visit NCM's website at <http://www.ncm.net>.

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