



FOR IMMEDIATE RELEASE

**NIEMANN CAPITAL MANAGEMENT RECEIVES TOP HONORS IN
HERMES CREATIVE AWARDS COMPETITION**

– One Platinum Award and Two Gold Awards Recognize Investment Management Firm's New Web Site Design and Writing in Marketing/Communications Competition–

Scotts Valley, CA - May 5, 2009– Niemann Capital Management (NCM)'s recently re-designed website, ncm.net, received exceptional recognition at the Hermes Creative Awards (HCA) competition last week. HCA honored NCM with its highest level award, Platinum, for Web Site Home Page Design and a Gold award for Web Site Design Overall. HCA further recognized NCM's effective communications with a Gold award in the writing category for Web Copy. The 2009 HCA competition encompassed more than 3,700 entries throughout the United States and several other countries (hermesawards.com).

Niemann's Director of Marketing, Jim Dunnigan, noted this recognition acknowledged the firm's successful redesign of ncm.net which was a key component of the company's major rebranding effort of 2008. "Our objective was to clearly communicate our distinction as a truly "active" or tactical asset management firm, with a singular investment philosophy and corporate identity. To that end, telling the Niemann story clearly and concisely, with one voice, across every medium, is critical to our success. That's why the new web site is a critical component of our fully integrated approach to both marketing and branding," Dunnigan stated.

With a team of award-winning marketers and web developers assembled just over one year ago, the multi-faceted brand and web project began in mid-January 2008 and concluded with the coordinated debut of the new NCM brand, new suite of sales material and the launch of the re-engineered web site, ncm.net, on November 13, 2008.

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Niemann's team of brand and web professionals led by Dunnigan included Ron Leland, of Real Life Branding, Dana Point, CA, who served as Brand Architect; Robert Hyndman, of VerbMedia, Laguna Beach, CA, who served as Brand Strategist; Sue Arellano, Managing Partner of Centric - Agency of Change, North Hollywood, CA, who oversaw the Centric web site development team; Carolyn Smith, Brand Consultant and President of Magnus, Inc., Pasadena, CA; Craig Parsons of Parsons Communications, Los Angeles, CA; and Stephanie Lema and Jackie Donegan of the NCM Marketing Team.

The Hermes Creative Awards competition is an international event for creative professionals, administered and judged by the Association of Marketing and Communication Professionals.

Founded in 1991, Niemann Capital Management is an innovative investment management firm distinguished by its active or tactical asset allocation methodology, as characterized by its corporate tagline: Don't just allocate. Rotate. 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.

Unlike a passive, buy-and-hold approach, NCM applies its tactical asset allocation in direct response to market movements. 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 Separately Managed Account (SMA) strategies employ mutual funds as the primary investment vehicles. Its family of mutual fund SMA strategies is available on the Charles Schwab Institutional and Fidelity Institutional platforms as well as through select variable annuity and variable universal life products. The firm is based in Scotts Valley, California.



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

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