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NIEMANN CAPITAL MANAGEMENT'S NEW BRANDING INITIATIVE TAKES MULTIPLE HONORS IN SERVICE INDUSTRY ADVERTISING AWARDS COMPETITION

– Three Gold, Two Silver Awards Recognize Investment Management Firm's Innovative Brochure, Website, Calendar, Logo, Collateral Materials in National Advertising Competition –

Scotts Valley, CA - February 4, 2009 - Niemann Capital Management (NCM)'s sweeping brand initiative has been recognized with top honors at the Service Industry Advertising Awards (SIAA) competition last week, taking home three Gold and two Silver awards. SIAA honored NCM's creativity and effective communications with Gold awards for the firm's flagship brochure, *The Niemann Advantage*; its Brand Launch campaign, and the Niemann 2009 Brand Calendar. SIAA further recognized NCM's creative excellence with Silver awards for the firm's totally re-engineered website, ncm.net, and its newly redesigned logo/letterhead. The sixth annual 2008 SIAA competition encompassed more than 1,200 entries nationwide.

Niemann's Director of Marketing, Jim Dunnigan, said the awards were particularly meaningful because they acknowledged the company's major rebranding project of 2008, to more effectively communicate its distinction as an "active" or tactical asset management firm. Joining NCM in December 2007, Dunnigan immediately recognized that the boutique money management firm had a compelling story to tell both financial advisors and investors, but one that needed to be refined and packaged to best advantage.

"Once I heard the Niemann story and reviewed the firm's track record over the last decade, I was impressed," Dunnigan stated. "Despite having a great story to tell, Niemann simply had not had the benefit of a professional, fully integrated marketing and branding effort. Telling one story with one voice, across every medium, became the genesis of our effort to rebrand the corporate identity."

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As a first step, he assembled a team of award-winning marketers, web developers and branding professionals in December 2007. The challenge was to completely rebrand Niemann Capital Management, re-engineer its website, and recreate its entire suite of sales support materials—all within a 12-month timeframe. The multi-faceted project began in mid-January 2008 and achieved its successful conclusion with the coordinated debut of the new brand, new sales material and launch of the new website on November 13, 2008.

Niemann's team of brand professionals 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 website 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 end result evolved along three fronts," Dunnigan explained, "our new brand, a completely rebuilt corporate website and the significantly refined Niemann story injected into a new generation of sales support material.

"While the entire team is quite flattered and pleased with the announcement of these Service Industry Advertising Awards, our ultimate goal has always been to strengthen Niemann's branding and marketing efforts to stimulate sales. If we achieve that goal over the long term, all our efforts will be rewarded by the tangible growth of the company."

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 innovative corporate tagline: Don't just allocate. Rotate.SM 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 for its investors.

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 Separately Managed Account (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 Scotts Valley, California.

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

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