Innovator ETFs Enters Agreement to Manage the Elkhorn Lunt Low Vol/High Beta Tactical and Elkhorn S&P High Quality Preferred ETFs

CHICAGO, IL April 3, 2018 -- Innovator Capital Management, LLC (Innovator) today announced an interim investment advisory agreement whereby Innovator will replace Elkhorn Investments as the investment adviser to the Elkhorn Lunt Low Vol/High Beta Tactical ETF (LVHB) and Elkhorn S&P High Quality Preferred ETF (EPRF), effective as of April 1, 2018.

“We are very pleased to be adding two high quality ETF strategies that expand our range of investor solutions,” said Bruce Bond, Chief Executive Officer of Innovator Capital Management. “The Elkhorn Lunt Low Vol/High Beta Tactical ETF (LVHB) represents a very unique investment exposure and is a great complement to our existing ETF product suite. We look forward to working closely with the Lunt team to create greater awareness for LVHB.”

“We are excited to begin working with Bruce Bond and his team at Innovator Capital Management,” said John Lunt, President of Lunt Capital. “They have a strong tradition of offering innovative investment solutions and a history of delivering high quality service for investors and the advisor community.”

About Innovator Capital Management, LLC
Innovator Capital Management, LLC is an SEC registered investment advisor (RIA) based in Wheaton, IL. Formed in 2014, the firm is currently headed by ETF visionaries Bruce Bond and John Southard, founders of one of the largest ETF providers in the world. Innovation is our hallmark and acts as a guide to our company principles. Innovator is committed to helping investors better control their financial outcomes by providing investment opportunities they never considered or thought possible.

About Lunt Capital
Lunt Capital Management, Inc. is an SEC registered investment advisor (RIA) based in Salt Lake City, Utah. Lunt Capital offers a variety of unique, rules-based, tactically managed investment strategies for a range of investment objectives, from conservative to aggressive. These investment strategies are available as third-party asset management solutions to financial advisors.

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Investing involves risks. Principal loss is possible. ETFs face numerous market trading risks, including the potential lack of an active market for Fund shares, losses from trading in secondary markets, periods of high volatility and disruption in the creation/redemption process of the Fund. Unlike mutual funds, ETFs may trade at a premium or discount to their net asset value. ETFs are bought and sold at market price and not individually redeemed from the fund. Brokerage commissions will reduce returns. It is not possible to invest directly in an index.

The Fund's investment objectives, risks, charges and expenses should be considered before investing. The prospectus contains this and other important information, and may be obtained at innovatoretfs.com. Read it carefully before investing.

Innovator ETFs are distributed by Foreside Fund Services, LLC.

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