

## ProShares Short Dow30<sup>SM</sup>



### FUND OBJECTIVE

ProShares Short Dow30 seeks daily investment results, before fees and expenses, that correspond to the inverse (-1x) of the daily performance of the Dow Jones Industrial Average.<sup>SM</sup>

### FUND DETAILS

Inception Date	6/19/06
Trading Symbol	DOG
Intraday Symbol	DOG.IV
Bloomberg Index Symbol	INDU
CUSIP	74347R701
Net Assets	\$293.91 million
Gross Expense Ratio <sup>2</sup>	0.99%
Net Expense Ratio <sup>3</sup>	0.95%

### ProShares Short ETFs seek to return the inverse of index performance on a daily basis (before fees and expenses)

- Seek profit when markets decline
- Hedge portfolios against market declines
- Track your investment throughout the day
- No margin account

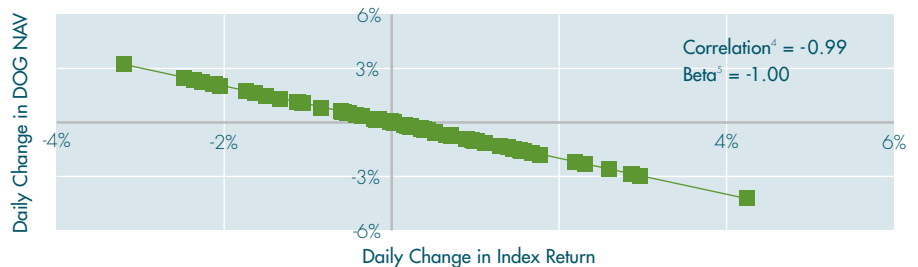
### FUND PERFORMANCE AND INDEX HISTORY

ProShares Short Dow30 seeks a return that is -1x the return of an index (target) *for a single day*, as measured from one NAV calculation to the next. Due to the compounding of daily returns, returns over periods other than one day will likely differ in amount and possibly direction from the target return for the same period. These effects may be more pronounced in funds with larger or inverse multiples and in funds with volatile benchmarks. Investors should monitor holdings consistent with their strategies, as frequently as daily. For more on correlation, leverage and other risks, please read the prospectus.

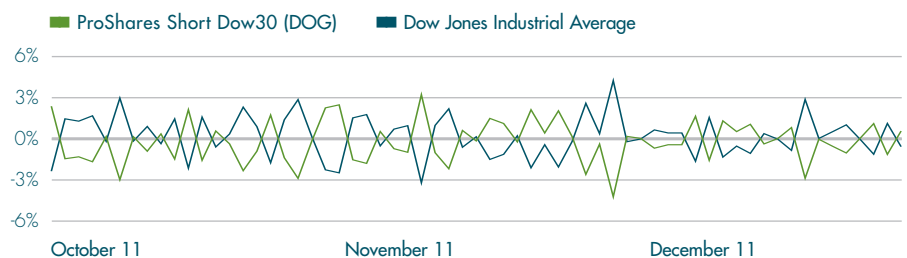
	4Q 2011	Year to Date	1-Year	3-Year	5-Year	Since Inception <sup>1</sup>
ProShares Short Dow30 NAV Total Return	-12.81%	-12.52%	-12.52%	-17.30%	-6.12%	-7.19%
ProShares Short Dow30 Market Price Total Return	-12.71%	-12.47%	-12.47%	-17.28%	-6.11%	-7.19%
Dow Jones Industrial Average	12.78%	8.38%	8.38%	14.89%	2.37%	4.80%

### DAILY PERFORMANCE OF DOG vs. INDEX DURING 4Q 2011

The following scatter graph charts the daily NAV-to-NAV results of the fund against its underlying index return on a daily basis.



### DAILY RETURN DURING 4Q 2011



*The performance represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance may be lower or higher than the performance quoted. Performance data current to the most recent month-end may be obtained by calling 866.776.5125 or visiting ProShares.com. Index performance does not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in any index.*

Carefully consider the investment objectives, risks, charges and expenses of ProShares before investing. This and other information can be found in their summary and full prospectuses. Read them carefully before investing. Obtain them from your financial adviser or broker/dealer representative or visit ProShares.com. ProShares are not suitable for all investors. Short ProShares should lose value when their market indexes rise—a result that is opposite from traditional ETFs.

<sup>1</sup>Since inception returns are annualized. Market returns are based on the primary market closing price and do not represent the returns you would receive if you traded shares at other times. The first trading date is typically several days after the fund inception date. Therefore, NAV is used to calculate market returns prior to the first trade date. <sup>2</sup>According to the estimated figure listed in the applicable prospectus. <sup>3</sup>Expenses with Contractual Waiver through September 30, 2012. <sup>4</sup>Correlation is a measure of the strength and direction of a linear relationship between two variables. <sup>5</sup>Beta is a measure of the slope, which is the steepness of the line drawn through the fund return vs. the benchmark return on a daily basis.

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### INDEX DESCRIPTION

The Dow Jones Industrial Average is a price-weighted index that is calculated as a simple average. The index includes 30 large-cap, blue-chip U.S. stocks, excluding utility and transportation companies. They represent the leading U.S. companies in the industries driving the U.S. stock market, are widely held by investors and have long records of sustained growth.

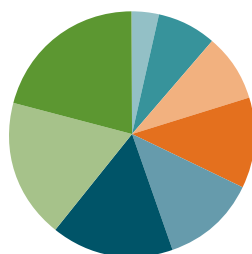
### INDEX CHARACTERISTICS

Total Index Companies	30
Average Index Market Cap	\$122.17 billion
Index Price/Earnings Ratio	12.62
Index Price/Book Ratio	2.59
Index Dividend Yield	2.60%
Quarterly Index Volatility <sup>a</sup>	24.09%

### TOP 10 INDEX COMPANIES

	Weight
International Business Machines Corp.	11.39%
Chevron Corp.	6.59%
McDonald's Corp.	6.22%
Caterpillar Inc.	5.61%
Exxon Mobil Corp.	5.25%
3M Co.	5.06%
The Boeing Co.	4.54%
United Technologies Corp.	4.53%
The Coca-Cola Co.	4.33%
The Procter & Gamble Co.	4.13%

### INDEX SECTOR WEIGHTINGS



Industrial	20.86%
Consumer, Non-Cyclical	18.52%
Technology	16.10%
Consumer, Cyclical	12.52%
Energy	11.84%
Financial	8.99%
Communications	7.80%
Basic Materials	3.37%

<sup>a</sup>The quarterly volatility refers to annualized standard deviation, a statistical measure that captures the variation of an index's returns from their mean and that is often used to quantify the risk of the index over a specific time period. The higher the volatility, the more an index's return fluctuates over time.

Investing involves risk, including the possible loss of principal. ProShares are non-diversified and entail certain risks, including risk associated with the use of derivatives (futures contracts, swap agreements and similar instruments), imperfect benchmark correlation, leverage and market price variance. These risks may pose risks different from, or greater than, those associated with a direct investment in the securities underlying the funds' benchmarks, can increase volatility, and may dramatically decrease performance. **There is no guarantee any ProShares ETF will achieve its investment objective.** For more on correlation, leverage and other risks, please read the prospectus.

ProShares are distributed by SEI Investments Distribution Co., which is not affiliated with the fund's advisor. ProShares may invest in equity securities and/or financial instruments (including derivatives) that, in combination, should have similar daily price return characteristics to the fund's benchmark. Derivative contracts are priced to include the underlying index yield and will not generate dividend income. Because ProShares invest in derivatives and other financial instruments, their dividend distributions may not reflect those of their applicable indexes.

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