

Guinness Atkinson Asia Focus Fund Receives 2011 Lipper Fund Award

Woodland Hills, CA, March 24, 2011 – Guinness Atkinson Asset Management is pleased to announce that the Guinness Atkinson Asia Focus Fund (IASMX) has received a Lipper Fund Award for best 10-year, risk adjusted performance among 21 Pacific/Ex-Japan funds for the period ending 12/31/2010. The fund, which is managed by Edmund Harriss and James Weir, was best in its category for demonstrating consistently strong risk-adjusted returns compared with its peers. Lipper, a Thomson Reuters company, presented the award to Guinness Atkinson at a ceremony in New York on March 23, 2011.

“We are honored to receive this prestigious award as recognition of our team’s long-term and systematic investment process, which focuses on investing in Asian companies based on operational performance, stock valuation and market sentiment”, said Edmund Harriss, lead manager of the Fund. He added, “At the heart of the fund’s success lies rigorous structured analysis that provides us with a high level of conviction and allows us to build a concentrated portfolio of best ideas with an average holding period of three years.”

Harris also pointed out that the next major opportunities for investors in Asia will likely come from the transformation of Asian economies into consumer-driven societies, presenting investors with a potential to tap into industries benefiting from growing disposable income of Asia’s households. This transformation has only entered early stages in China and Indonesia, Asia’s most populous countries.

The Asia Focus fund is part of the firm’s focus on investment themes that capitalize on shifting global landscape throughout the 21st Century. In addition to several emerging Asia investment strategies managed by Harriss and Weir, Guinness Atkinson also offers multiple strategies for investors seeking to potentially profit from the changing energy landscape and a Global Innovators fund which focuses on companies benefiting from advances in technology, communication and globalization.

About Guinness Atkinson

Guinness Atkinson Funds are designed to help investors capitalize on the profound rate of innovation and change that characterize the 21st Century, including long term global trends such as the development of emerging Asian markets, the continually transforming corporate landscape and the traditional and alternative energy sources that fuel economic development. Optimistic about these global trends, Guinness Atkinson invests in human progress.

About Lipper Fund Awards

The Lipper Fund Awards are part of the Thomson Reuters Awards for Excellence, a global family of awards that celebrate exceptional performance throughout the professional investment community. The Thomson Reuters Awards for Excellence recognize the world's top funds, fund management firms, sell-side firms, research analysts, and investor relations teams. For more information, please contact markets.awards@thomsonreuters.com or visit excellence.thomsonreuters.com

Past performance does not guarantee future results. The fund has experienced recent negative performance. Visit www.gafunds.com for fund performance.

[Click here](#) for a prospectus.

Mutual fund investing involves risk. Principal loss is possible. The Guinness Atkinson Asia Focus Fund invests in foreign securities which will involve greater volatility and political, economic and currency risks and differences in accounting methods. The Fund is non-diversified meaning its assets may be concentrated in fewer individual holdings than diversified funds. Therefore, the Fund is more exposed to individual stock volatility than diversified funds. The Fund also invests in smaller companies, which will involve additional risks such as limited liquidity and greater volatility.

A Lipper Fund Award is awarded to one fund in each Lipper classification for achieving the strongest trend of consistent risk-adjusted performance against its classification peers over a three, five or ten-year period. Although Lipper makes reasonable efforts to ensure the accuracy and reliability of the data contained herein, the accuracy is not guaranteed by Lipper. Lipper Analytical Services, Inc. is an independent mutual fund research and rating service.

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