

SPDR GOLD TRUST

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Sometimes the best way to understand the future is to look at the past. When it comes to gold, history is most definitely on its side. That's why there's SPDR® Gold Shares, a remarkably precise way to invest in the gold market. They allow you to buy, hold and sell an interest in gold just like a stock. It's simple, cost-efficient and backed by the real thing. There's a wealth of reasons to own gold. Historically, it's been used as a hedge against inflation.* It's also helped generations of investors diversify their portfolios. Visit spdrgoldshares.com today. If you're looking for foresight, you can't do better than 5,000 years of hindsight. *Source: World Gold Council, *An Investor's Guide to the New Gold Markets (US Edition)*, April 2010. Past performance of gold as a hedge against inflation does not ensure its future performance, and there can be no assurance that gold will continue to be a hedge against inflation. The SPDR® trademark is used under license from Standard & Poor's Financial Services, LLC (S&P) and the SPDR Gold Trust is permitted to use the SPDR trademark pursuant to a sublicense from the Marketing Agent. No financial product offered by SPDR Gold Trust, or its affiliates, is sponsored, endorsed, sold or promoted by S&P. S&P makes no representation or warranty, express or implied, to the owners of any financial product or any member of the public regarding the advisability of investing in securities generally or in financial products particularly or the ability of the index on which the financial products are based to track general stock market performance. S&P is not responsible for and has not participated in any determination or calculation made with respect to issuance or redemption of financial products. S&P has no obligation or liability in connection with the administration, marketing or trading of financial products. **WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT SHALL S&P HAVE ANY LIABILITY FOR ANY SPECIAL, PUNITIVE, INDIRECT, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO LOST PROFITS), EVEN IF NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES.** SPDR Gold Trust (the Trust) has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the Trust has filed with the SEC for more complete information about the Trust and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, the Trust or any Authorized Participant will arrange to send you the prospectus if you request it by calling 1-866-320-4053 or contacting State Street Global Markets, LLC, One Lincoln Street, Attn: SPDR Gold Shares, 30th Floor, Boston, MA 02111. The prospectus contains material information about the Issuer and the SPDR Gold Shares (the Shares) which is material and/or which may be important to you. You should read the entire prospectus, including Risk Factors before making an investment decision about the Shares. Diversification does not protect against loss. The value of the Shares relates directly to the value of gold held by the Trust (less Trust expenses) and fluctuations in the price of gold could materially adversely affect an investment in the Shares. Investors should be aware that there is no assurance that gold will maintain its long-term value in terms of purchasing power in the future. In the event that the price of gold declines, the Sponsor expects the value of an investment in the Shares to similarly decline proportionately. The Trust does not generate any income and as the Trust regularly sells gold to pay for its ongoing expenses, the amount of gold represented by each Share will decline over time. IBG-1 923 Gold has a reputation for preserving wealth. Then again, we're only going back 5,000 years.

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