

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](http://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.

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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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