

SPDR GOLD TRUST  
Form FWP  
October 20, 2011

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**October 20, 2011**

**STATE STREET GLOBAL ADVISORS** State Street Financial Center One Lincoln Street, 30th Floor  
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PERMIT NO. 243 Are your clients holding enough gold? **Get the facts and ask the experts. Scan this  
QR code.** Mr. Sample A. Sample Company Address line 1 Address line 2 Town, XX 01234-5678  
SPDRETFs.info/EXPOSURE Holding a commodities index provides adequate exposure to gold, right?  
*Perhaps if you consider 0.65% adequate exposure.* WORLD GOLD COUNCIL SPDR GLD GOLD  
SHARES Precise in a world that isn't:

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SPDR GLD GOLD SHARES Precise in a world that isn't: A 5% portfolio weighting in a typical commodities index can leave an investor with just 0.17% - 0.65% of their portfolio in gold - hardly enough to realize the benefits that gold may provide.<sup>1</sup> Learn about the surprising portfolio benefits that gold may provide and take the opportunity to pose your questions to State Street product experts. <sup>1</sup> A 5% portfolio allocation to the S&P GSCI® or the Dow Jones-UBS Commodity Index<sup>SM</sup>, two of the most commonly used commodities indexes, would yield portfolio weightings of 0.17% and 0.65%, respectively, in gold. Source: Standard & Poor's S&P GSCI Fact Sheet 8/31/2011 and Dow Jones-UBS Commodity Index Fact Sheet 9/1/2011. **Learn more and ask the experts. Visit [SPDRETFs.info/EXPOSURE](http://SPDRETFs.info/EXPOSURE) today. Learn more about gold or pose a question to a State Street product expert, at [SPDRETFs.info/EXPOSURE](http://SPDRETFs.info/EXPOSURE)**

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SPDR® GOLD 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 issuer 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 Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the Trust or any Authorized Participant will arrange to send you the prospectus if you request it by calling toll free at 1-866-320-4053 or contacting State Street Global Markets, LLC, One Lincoln Street, Attn: SPDR® Gold Shares, 30th Floor, Boston, MA 02111.