

PRESS RELEASE

Gold Expressions: The Language of Italian Design 2006 Collection Launch at VicenzaOro 1

Vicenza, Italy. 16 January 2006 - The World Gold Council (WGC), in partnership with Vicenza Fair, the world famous trade show and Anglo Gold Ashanti, the world's second largest gold mining company, is launching the new trendsetting collection Gold Expressions 2006. The stunning collection is on display at the Council's stand at the gold jewellery show, VicenzaOro 1 from January 15-22, 2006.

Created by leading Italian manufacturers, the collection is part of a highly successful research-based product development initiative, now in its third year, aimed at refocusing business and consumer attention worldwide on the excellence of Italian design and thus increasing the desirability of gold jewellery around the world.

Comprised of nearly 400 pieces from 65 manufacturers, constituting over 50% of Italian gold jewellery production, Gold Expressions 2006 is poised for another successful year. The items are innovative yet versatile and accessibly priced for strong consumer appeal.

The collection was previewed in New York in December by US press and buyers and, after the Vicenza launch, is set to travel the international capitals where Italian lifestyles and products are much sought after.

Key to Gold Expressions' success is consumer research that helps participating manufacturers design jewellery to appeal to key target groups of women. The study, which was based on the results of extensive research among gold jewellery consumers in key world markets, discovered that contemporary designs and styles of gold jewellery were found to be lacking at point-of-sale, especially when faced with emerging competition for discretionary income from lifestyle branded goods.

James Burton, Chief Executive Officer for WGC, said: "After a highly successful debut in 2004, Gold Expressions has established an international reputation for both creativity and marketability, becoming a focal point that enables both media and buyers to identify new trends. We chose Italy as the focus of this project as it is the centre of design innovation and manufacture excellence: we also believe that this initiative constitutes the strongest co-operative effort within the Italian jewellery industry to promote Italian goods in world markets, as well as providing a platform to showcase innovative and exciting products to consumers around the world."

The initiative is closely aligned with the World Gold Council's advertising campaigns in US, Italy, Middle East and India.

The entire Gold Expressions 2006 collection can be viewed at www.goldexpressions.com

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Notes to editors:

About World Gold Council

The World Gold Council (WGC), a commercially-driven marketing organization, is funded by the world's leading gold mining companies. A global advocate for gold, the WGC aims to promote the demand for gold in all its forms through marketing activities in major international markets. For further information visit www.gold.org

About AngloGold Ashanti

AngloGold Ashanti is the world's second largest producer of gold, with 22 operations in 10 countries on four continents. Within the gold industry, AngloGold Ashanti is one of the most committed and involved in the global marketing of gold. Much of AngloGold Ashanti's marketing work is done in conjunction with the World Council (WGC), of which the company is a founding member. AngloGold Ashanti is proud to be associated with Gold Expressions - another successful WGC-led initiative driving design trends and gold jewellery consumption forward. For further information visit www.anglogoldashanti.com/Marketing

Vicenza Fair

Vicenza Fair plays a dynamic role in the promotion of the Italian goldsmith industry, representing gold jewellery manufacturers, machinery manufacturers and other suppliers of the industry. The fair also organises and hosts several trade shows a year in the most competitive sectors of the Italian industry, from food to packaging, from electronic to satellite communication. For additional information please visit Vicenza Fair's website at www.vicenzafiera.org