

PRESS RELEASE**WGC launches utilisegold.com**

19th September 2005: World Gold Council (WGC) has today launched a single web source, www.utilisegold.com designed to support the development of the industrial uses of gold.

The WGC identified that currently there is no single source that effectively identifies leading manufacturers of gold products relating to industrial, medical and technical uses. The Website has been created to address this and to provide an effective and convenient gateway for potential customers (engineers, designers, scientists, technicians, managers etc) to find both major and specialist manufacturers and distributors of gold based materials, chemicals and products, operating in a wide range of diverse sectors and markets. Practical uses of gold currently account for approximately 400 tonnes of gold demand per year.

www.utilisegold.com is a unique new comprehensive resource which includes a fully search-able business directory with direct links to the websites of manufacturers of gold-based materials, chemicals and products. The Website will also provide an up-to-date news service identifying the very latest news on gold, specifically targeted at the industrial/scientific communities. Visitors can subscribe to regular e-newsletters designed to promote greater dialogue within the industry.

Richard Holliday, Head of Industrial Applications at the World Gold Council, commented:

“We currently receive a high volume of enquiries asking for advice on sourcing suppliers and understanding specific uses of gold. This new resource has been created in direct response to this demand for information and has taken many months to develop.

“www.utilisegold.com is free to use and is free to list products on and we believe that it will become **the** source for information on gold’s industrial, medical and technical applications. There is massive global interest in gold and its uses and, given the success of other WGC gold-related websites, we anticipate a high level of good quality visitors to the site.”

Other WGC websites; www.gold.org, www.goldinspirations.com, www.goldexpressions.com, www.speakgold.com and www.goldbulletin.org have proved popular, receiving 9.3 million hits in May 2005 and 98.4m per annum in 2004. Over 6000 pdf files were selected and downloaded from the www.goldbulletin.org (gold science and technology e-journal website) in May 2005.

Full promotion of Utilise Gold will take place at the major industrial/scientific events sponsored or attended by the WGC.

- Ends -

For further information, contact Claire Maloney on +44 207 307 5341 or e-mail claire.maloney@capitalmsl.com.

If you have questions regarding product listings please contact Richard Holliday on +44 (0)20 7826 4712 or email richard.holliday@gold.org.

Notes to Editors:

World Gold Council

The World Gold Council (WGC), a commercially-driven marketing organisation, 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.