

PRESS RELEASE

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THE WORLD GOLD COUNCIL APPOINTS HEAD OF INVESTMENT MARKETING IN EUROPE

17 August 2010, London: The World Gold Council (WGC) today announced it has appointed David Badham as the head of investment marketing for Europe, effective immediately. He will be responsible for the development and delivery of WGC's investment marketing strategies, as institutional and retail investor demand for gold products continues to grow, and will report to Marcus Grubb, Managing Director, Investment.

Marcus Grubb, Managing Director, Investment at the World Gold Council, said:

"Investment demand for gold has risen steadily over the last decade and is the fastest growing category of global gold demand. The global financial crisis, and the waves of economic uncertainty which have ensued, have only heightened investor interest in gold as a preserver of wealth.

"We firmly believe that gold is fundamental to the financial stability of individuals and institutions around the world, and as such we are focussing on advancing gold's role in investment decision making, long-term saving, financial planning and financial product design. David's arrival will help us both upscale and coordinate our market development activities across Europe, bringing our expertise to new and existing partners alike."

David will be based in the WGC's London office and joins the organisation from the Royal Bank of Scotland (RBS), where he was EMEA head of communications and marketing for Global Markets, with a brief to promote the joint capabilities of RBS and ABN AMRO throughout the region. David also had a leading role in the planning and execution of crisis communications across all EMEA countries in the face of increasingly challenging market conditions in the financial services industry. Before RBS acquired NatWest in 2000, David was head of business strategy for NatWest's corporate banking services. David has an MBA from Warwick University.

Commenting on his appointment, David Badham said:

"The recent financial crisis has underscored gold's role as an asset which inspires trust, and portfolios containing gold are proven to be more robust. In this current financial environment, there is an undeniable opportunity to educate investors further on the rationale for and mechanics of making an investment in gold.

"With European market volatility unlikely to abate in the short term and an increasing emphasis on assets which afford investors the confidence to pursue returns elsewhere, gold's prominence will continue to grow. The WGC intends to direct its resource insightfully and efficiently to benefit the end investor."

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WORLD GOLD COUNCIL

Notes to Editors:

World Gold Council

The World Gold Council's mission is to stimulate and sustain the demand for gold and to create enduring value for its stakeholders. It is funded by the world's leading gold mining companies. For further information visit www.gold.org