

Press Release

DMCC and World Gold Council release second edition of ‘Visions of Dubai’ gold coins, featuring Palm Jumeirah

- *Gold coin series reinforces Dubai’s position as the City of Gold, and an important hub in the region*
- *Visions of Dubai coins form a practical, strategic investment*

Dubai, June 15 2010: Dubai Multi Commodities Centre (DMCC) and the World Gold Council today launched The Palm edition of the prestigious “*Visions of Dubai*” (VoD) gold coin series. The coin features the image of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, on the front and The Palm Jumeirah, one of Dubai’s iconic landmarks, on the reverse.

Crafted under strict supervision, DMCC assures the quality of these unique collectibles, which have been especially designed to represent Dubai, reflecting the emirate’s position as an important hub for gold in the Middle East region.

In the new economic era, the Visions of Dubai coins form a practical, strategic investment opportunity, coming in various sizes.

Ahmed Bin Sulayem, Executive Chairman, DMCC said, “The *Visions of Dubai* – Palm edition gold coins have been created to commemorate the innovative spirit of the emirate of Dubai, and the world-class landmarks that have been established. The *Visions of Dubai* series is a true celebration of Dubai’s status as the ‘City of Gold.’”

“The coins, which carry DMCC’s stamp of quality and authenticity, present a wise investment opportunity, a memorable gift, and a cherished collector’s item,” Ahmed added.

Made of 24-karat (999.9) gold and supported by the World Gold Council, the VoD coins are produced by Emirates Gold Refinery DMCC, which is accredited by Dubai Good Delivery; a standard developed by DMCC that has improved tradability and distribution of small gold bars and has enhanced the reputation of approved refineries.

Ajay Mitra, Managing Director of the World Gold Council in India, the Middle East and Turkey said: “The WGC has been working hard through numerous initiatives to develop gold demand in the region and Dubai in particular. We consistently strive to create enduring value for all stakeholders, and through our collaboration with the DMCC and the launch of this gold coin, consumers are provided with a practical, long-term investment opportunity.”

The 24-karat VoD gold coins come in four sizes: 1oz (34 g), ½ oz (17 g), ¼ oz (8.5 g) and 1/10 oz (3.4 g). Made entirely of pure gold, the quality of the coin is unparalleled, further retaining its value over a long period of time.

The coins are sold through Dubai Duty Free and leading gold retailers including Siroya Jewellers LLC, Joy Alukkas Group, Mahallati Jewellery and Popley Jewellers. The coins are also being promoted by DMCC through an extensive range of creative marketing activities and promotions.

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About DMCC:

A strategic initiative by Dubai Government, DMCC provides registered members with a unique opportunity to trade in various kinds of metals and commodities. To achieve this, DMCC offers a wide range of benefits to bring together the precious metals, gold, diamond and precious stones industry under one roof. It aims at attracting investors and traders along with the big players in sectors relevant to the industry such as financing, shipping, logistics services and insurance. Some of DMCC's other initiatives for the Gold industry include Dubai Gold and Commodities Exchange, Dubai Gold Securities, DMCC vaults, Dubai Gold Receipt, Dubai Gold Advisory Group, Dubai Good Delivery and DSAM Gold funds.

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.