

**PRESS RELEASE**

25 February, 2009

**WORLD GOLD COUNCIL APPOINTS NEW MANAGING DIRECTOR FOR MIDDLE EAST AND TURKEY**

World Gold Council (WGC) has today announced the appointment of Anan Fakhreddin as Managing Director, Middle East and Turkey with effect from 1 March, 2009.

Fakhreddin, 42, was formerly head of the Diamond Trading Corporation (DTC - De Beers) in the United Arab Emirates, based in Dubai, where he held a number of key roles during his eight year tenure.

Prior to his role at DTC, Fakhreddin spent 10 years with American Express in Saudi Arabia where he became Western Regional Manager responsible for the card business unit.

He graduated with a bachelor's degree in Business Administration from Yarmouk University in Jordan, his native country. He joins WGC with a wealth of experience within the jewellery market and a good appreciation of the financial markets as well as a strong track record of leadership and relationship management in the region.

Aram Shishmanian, CEO of World Gold Council, commented:

"I am delighted to welcome Anan to World Gold Council at such an important time for the region and for the gold market globally. The continuing financial market turmoil offers both challenge and opportunity for WGC and we must ensure the gold market in the Middle East remains strong and vibrant.

"Anan will add much to our capabilities as he brings his leadership, entrepreneurial and value delivery skills to bear in the region".

Anan Fakhreddin said:

"I am looking forward to this great opportunity. World Gold Council has a crucial role to play in the Middle East and I am happy to take on this responsibility. My first task will be to listen to our key partners in the market and to ensure our strategy reflects their needs and aspirations."

Anan lives in Dubai and is married with four children and lists regular exercise and camping among his hobbies.

**ENDS****For further information:**

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**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](http://www.gold.org).