

SPDR GOLD TRUST  
Form FWP  
August 17, 2010

**Filed Pursuant To Rule 433**  
**Registration No. 333-167132**  
**August 17, 2010**

**STATE STREET GLOBAL ADVISORS** State Street Financial Center One Lincoln Street, 30th Floor  
Boston, MA 02111

---

*Cocktails, King Tut, Dinner and a World-Renowned Journalist* **SPDR**<sup>®</sup> Gold Shares cordially invites you

---

**Response requested by September 13<sup>TH</sup>** Please call Marnie Vassallo at 617.664.6277, or email marnie\_vassallo@ssga.com **A Gold Evening Spanning Thirty-Three Centuries From the Reign of King Tut to the Rise of Gold** Join us for an exclusive tour of *Tutankhamun and the Golden Age of the Pharaohs* and a panel discussion on the rise of gold, led by *Financial Times* journalist Gillian Tett. **Cocktails: 6 pm Tour: 7 pm Dinner, Panel Discussion: 8 pm September 23, 2010** Discovery Times Square Exposition 226 West 44th Street (Between 7<sup>TH</sup> and 8<sup>TH</sup> Avenues) New York, New York *Sponsored by SPDR<sup>®</sup> Gold Shares* **Agenda This event is by invitation only** Reserve your seat today call Marnie Vassallo at 617.664.6277, or email marnie\_vassallo@ssga.com **Response requested by September 13<sup>TH</sup>** *Validated parking will be provided at Meyers Parking, 146 West 44<sup>TH</sup> Street (between 6<sup>TH</sup> Avenue and Broadway)*

---

**Agenda A Gold Evening Spanning Thirty-Three Centuries** *From the Reign of King Tut to the Rise of Gold*

---

**A Gold Evening Spanning Thirty-Three Centuries** *From the Reign of King Tut to the Rise of Gold*  
09.23.10 Cocktail Hour Discovery Times Square Exposition 226 West 44th Street (Between 7th and 8th  
Avenues) New York, New York **7 pm** Exhibit Tour ***Tutankhamun and the Golden Age of the Pharaohs***  
Join more than seven million visitors worldwide who have marveled at this display of ancient Egypt at  
the height of its power. Over 130 artifacts from the tomb of Tutankhamun and other ancient Egyptian  
sites highlight the golden age of Egyptian artistry. **8 pm** Dinner, Panel Discussion ***Losing Credit and  
Faith in Finance The Rise of Gold*** Panel discussion led by **Gillian Tett** *US Managing Editor, Financial  
Times* A member of the *Financial Times* staff since 1993, Ms. Tett was named Journalist of the Year at  
the 2009 British Press Awards; received British Business Journalist of the Year in 2008; and won the  
Wincott prize, the premier British award for financial journalism, in 2007. She is also the author of the  
2009 *New York Times* bestseller *Fool's Gold*. **Additional Speakers: Tom  
Anderson** **Jason Toussaint** *Head of ETF Strategy and Research Managing Director, Investments  
State Street Global Advisors World Gold Council* Tom develops research content for the Jason holds  
responsibility for the ETF marketplace and maintains key management and development of relationships  
within the research, gold-backed Exchange Traded Products, investment and intermediary communities,  
including ETFs. **Response requested by September 13<sup>TH</sup>** Please call Marnie Vassallo at 617.664.6277,  
or email [marnie\\_vassallo@ssga.com](mailto:marnie_vassallo@ssga.com)

---

FOR PUBLIC USE

**The SPDR Gold Shares Trust ( GLD ) has filed a registration statement (including a prospectus) with the Securities and Exchange Commission ( SEC ) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents GLD has filed with the SEC for more complete information about GLD and this offering. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov) or by visiting [www.spdrgoldshares.com](http://www.spdrgoldshares.com). Alternatively, the Trust or any authorized participant will arrange to send you the prospectus if you request it by calling 1.866.320.4053.**

SPDR® is a registered trademark of Standard & Poor's Financial Services LLC ( S&P ) and has been licensed for use by State Street Corporation. No financial product offered by State Street Corporation or its affiliates is sponsored, endorsed, sold or promoted by S&P or its affiliates, and S&P and its affiliates make no representation, warranty or condition regarding the advisability of buying, selling or holding units/shares in such products. Further limitations that could affect investors' rights may be found in GLD's prospectus.

IBG-2360

Exp. Date: 9/30/2010

---

Edgar Filing: SPDR GOLD TRUST - Form FWP

SPDR® GOLD TRUST has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the Trust and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, the Trust or any Authorized Participant will arrange to send you the prospectus if you request it by calling toll free at 1-866-320-4053 or contacting State Street Global Markets, LLC, One Lincoln Street, Attn: SPDR® Gold Shares, 30th Floor, Boston, MA 02111.