

SPDR GOLD TRUST  
Form FWP  
July 06, 2010

**Filed Pursuant To Rule 433**  
**Registration No. 333-167132**  
**July 6, 2010**

There are a million stories about searching for gold.

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This one ends with the gold.

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For a precise way to buy gold, check out SPDR\* Gold Shares.

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Precise in a world that isn't

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Precise in a world that isn't: Click now [Mo](#) see why you should invest in gold.

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SPDR<sup>®</sup> 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<sup>®</sup> Gold Shares, 30th Floor, Boston, MA 02111.