

WORLD GOLD TRUST SERVICES, LLC

A subsidiary of WORLD GOLD COUNCIL
An Association under Swiss Law

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Gold Inspires Hope: Leaves of Change™ Unites Celebrities, Charities and Gold.

NEW YORK (February 26, 2009): This spring World Gold Council unveils a new collection of celebrity designed leaf motif gold jewelry items entitled Leaves of Change™ which will be auctioned off for charity in May in New York City. Hollywood legends Christina Applegate, Whoopi Goldberg, Marcia Gay Harden, Samantha Harris, Debra Messing, Chris Noth, Lena Olin, Rachael Ray, Susan Sarandon, Brooke Shields and Pauletta & Denzel Washington, have each sketched a leaf motif necklace; World Gold Council then paired each celebrity with a gold jewelry designer to produce the piece in radiant yellow gold. Each celebrity participant has chosen to have proceeds from the sale of his/her necklace benefit their favorite charity. A charitable gala benefit will take place on May 7, 2009 in New York City, during which a simultaneous live and online auction, facilitated by Sotheby's auctioneer Gary Schuler, will be held to raise funds and awareness for all of the designated charities. This meaningful new program enables celebrities to inspire the generosity of others and to embrace their social responsibility to make the world a better place. Combining each celebrity's unique sense of creativity with the everlasting warmth of gold, Leaves of Change™ will touch the lives of many and bring hope to these challenging times.

Participating jewelry designers and charities include:

Christina Applegate with Alex Woo for Right Action for Women
Whoopi Goldberg with Annie Fensterstock for Ronald McDonald House
Marcia Gay Harden with Ariane Zurcher for Waterkeeper Alliance
Samantha Harris with Erica Molinari for Jewelers for Children
Debra Messing with Robert Lee Morris for Youth AIDS
Chris Noth with Robin Rotenier for Rainforest Action Network
Lena Olin with Mauri Pioppo for Hope for Henry
Rachael Ray with K. Brunini Jewels for Yum-o!
Susan Sarandon with Mattioli for Holy Apostles Soup Kitchen
Brooke Shields with Tre Spighe for Gold Expressions, for Jewelers for Children
Pauletta & Denzel Washington with Leslie Greene for Jewelers for Children

Each of the above gifted goldsmiths is donating their time and money to create an exclusive set of three pieces from the celebrity sketch/design, one being gifted to the celebrity and one being auctioned off in May 2009 with proceeds going to the designated charities. The third piece will travel on tour from July to December 2009 to approximately sixteen US cities outside of New York to further raise awareness for the multiple charities. Working together, jewelers and celebrities are creating memorable works of art which will make a much needed difference in the lives of the less-fortunate.

"Bringing together highly talented celebrities with renowned jewelry designers will create exciting and innovative gold designs," says John Calnon, Managing Director for World Gold Council, US. "The simultaneous benefit to multiple charities, especially in such difficult economic times, makes for a meaningful and lasting impact."



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Leaves of Change™ producer, Deanna Russo of ENTegrity, and Shaye Strager of Studio PR have built upon their strong relationships within the entertainment industry to bring top quality talent to the Leaves of Change™ initiative. With this highly respected group of Hollywood's finest, Leaves of Change™ will be a truly successful and memorable initiative.

"Since the beginning of civilization, gold jewelry has held a powerful emotional place in global culture," says Duvall O'Steen, Director, Jewelry PR & Promotion for World Gold Council. "It's exciting to capitalize on gold's profound and enduring emotional significance by supporting so many worthy causes."

Photos of all celebrity leaf designs will be accessible to the public on www.leavesofchange.org, as well as photos of the celebrities and their initial sketches. These photos will be live on the website by April 20, 2009.

A changing leaf is one of life's most symbolic and beautiful gifts. Combining this meaningful inspiration of nature with the enduring radiance of gold sends a message of hope to this ever changing world.

NOTES TO EDITORS:

About World Gold Council: World Gold Council (WGC), a commercially-driven marketing organization, 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.

About Jewelers for Children: Jewelers for Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated more than \$ 30 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect through our charity partners St. Jude Children's Research Hospital®, the Make-A-Wish Foundation® of America, the Elizabeth Glaser Pediatric AIDS Foundation and the National CASA Association. JFC also provides support to the Make-A-Wish Foundational International, Autism Speaks, the Juvenile Diabetes Research Foundation and the Santa-America Fund. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

About Holy Apostles Soup Kitchen: Holy Apostles Soup Kitchen has been a symbol of hope and compassion in the Chelsea section of Manhattan since 1982. Housed in the landmark Church of the Holy Apostles, the Soup Kitchen serves over 1,250 hot nutritious meals each and every weekday, including holidays. Anyone who comes to our door is welcome – without question or qualification. Since the Soup Kitchen first began in October 1982, it has served over 6.5 million meals.

About Hope for Henry: Hope for Henry Foundation (HFH) improves the lives of children with life-threatening illnesses by providing carefully chosen gifts and specially-designed programs to entertain and promote comfort, care and recovery. HFH brings smiles and laughter, hope and magic into the lives of these children and their families. To date, Hope for Henry has given more than 800 seriously ill children brand-new, high-end portable electronics and has hosted Superhero Celebrations, Summer



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Carnivals, Harry Potter Book Parties, Halloween Parties and Birthday Celebrations for more than 3,000 children.

About Rainforest Action Network: Rainforest Action Network (RAN) is made up of 43 staff members in San Francisco, CA and in Tokyo, Japan, plus thousands of volunteer scientists, teachers, parents, students and other concerned citizens around the world. We believe that a sustainable world can be created in our lifetime, and that aggressive action must be taken immediately to leave a safe and secure world for our children. Dubbed “some of the most savvy environmental agitators in the business” by the Wall Street Journal, RAN uses hard-hitting markets campaigns to align the policies of multinational corporations with widespread public support for environmental protection. We believe that logging ancient forests for copy paper or destroying an endangered ecosystem for a week’s worth of oil is not just destructive, but outdated and unnecessary.

About Right Action for Women: MRI is one of the breast screening tests recommended by the American Cancer Society for women at increased risk for breast cancer (MRI is not recommended as a screening tool for women at average risk for breast cancer). Unfortunately though, this service is not always covered by insurance and many women across the country cannot afford the high costs of a breast MRI. I hope through the creation of Right Action for Women we can provide aid to those individuals who are at increased risk for breast cancer and do not have insurance or the financial flexibility to cover the high costs associated with breast screenings.

About Ronald McDonald House: Ronald McDonald House Charities help families address their problems regarding health care. Whether those problems involve how to stay near and support a hospitalized child, how to afford staying together in another city while a child is undergoing treatment, or even getting basic medical and dental care in an underserved community. We not only help families address these problems, we provide solutions for these and other issues related to the health and well being of children.

About Waterkeeper Alliance: Today, with water resources declining in quantity and quality in virtually every part of the world, Waterkeeper Alliance is leading one of the world’s fastest growing water advocacy movements, providing a centralized source of scientific, legal, media, and technical expertise to nearly 200 Waterkeeper organizations on six continents. The Alliance’s unique model brings grassroots Waterkeeper groups together to share the knowledge, experience and skills they need to protect and restore the vitality of their local waterways and find solutions to the global water crisis.

About Youth AIDS: YOUTH AIDS, an education and preventative initiative, targets at-risk youth through media, pop culture, music, theatre, and sports to stop the spread of HIV/AIDS. YOUTH AIDS reaches 600 million young people in more than 60 countries with live-saving messages, products, services, and care. For further information visit www.youthaids.org.

About Yum-o!: Yum-o!® is Rachael Ray's nonprofit organization that empowers kids and their families to develop healthy relationships with food and cooking by teaching families to cook, feeding hungry kids and funding cooking education and scholarships. By providing the tools to create easy, affordable and delicious meals, Yum-o! is changing the way America eats. For more information about the Yum-o! organization, please visit www.yum-o.org

