

SPDR GOLD TRUST
Form FWP
October 06, 2010

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

THE 2010 GOLD PARTY 2010 The 2010 GOLD PARTY @ IMPACT Exit IMPACT@ 2010, turn right at the JOSHUA TREE Please join us at the Parris Lounge Great Rotunda, Quincy Market Building 10.27 2nd Floor, Faneuil Hall Marketplace, Boston Live music by Joshua Tree, a U2 cover band STARTING @ 9 PM Appetizers and desserts, cocktail reception Stop by the State Street Global Advisors booth #741 at IMPACT@ 2010 for more GOLD PARTY details, or visit statestreetspdrs.com/GOLD2010 sponsored by

THE 2010 GOLD PARTY 2010 ® IMPACT 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 or by visiting 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.

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THE 2010 GOLD PARTY GOLD VIP PARTY 2010 PARTY IMPACT THE 2010 GOLD PARTY 10.27
@ 9pm / Parris Lounge LIVE music Joshua Tree (U2 cover band) 2010 ® IMPACT sponsored by THE
2010 GOLD PARTY

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