

SPDR GOLD TRUST  
Form FWP  
October 01, 2010

**Filed Pursuant To Rule 433**  
**Registration No. 333-167132**  
**October 1, 2010**

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OWN GOLD

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The 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 Trust 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 website 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 1-866-320-4053 or contacting State Street Global Markets, LLC, One Lincoln Street, Attn: SPDR Gold Shares, 30th floor, Boston, MA 02111.

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