

Trader Update

Date: September 4, 2009
Audience: NYSE Arca Equities Traders and Constituents
Subject: Listing of ETFS Gold Trust

Summary:

NYSE Euronext (NYSE:NYX) is pleased to announce that on **Wednesday, September 9, 2009**, the following ETF will **be listed on NYSE Arca** and will begin trading as a new issue:

The Consolidated Tape Association (CTA) will disseminate real time trade and quote information for the ETF to Tape B.

Security Name	Cusip	Trading Symbol	Source= NYSE Amex, Exchange Code A				
			NAV Symbol	Shares Out. Symbol	Est. Cash Symbol	Total Cash Symbol	IOPV Symbol
ETFS Gold Trust	26922Y105	SGOL	SGOL.NV	SGOL.SO	SGOL.EU	SGOL.TC	SGOL.IV

The fund prospectus and other fund information will be available at:

http://sec.gov/Archives/edgar/data/1450923/000093041309003508/c57028_s1a.htm#description1

NYSE Arca operates three single-price auctions each trading day. For new issues, NYSE Arca conducts a single-priced Dutch auction to open secondary trading in a new stock or ETP. This auction process allows all investors to see and participate in real-time price information. Visit our web site to learn more about our auctions: <http://www.nyse.com/auctions>

Contact Info:

Any questions about the data dissemination may be directed to Eric Pollackov at epollackov@nyx.com.

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