SPDR GOLD TRUST Form FWP July 13, 2010

> Filed Pursuant To Rule 433 Registration No. 333-167132 July 13, 2010

ETF SNAPSHOT: JUNE 2010

State Street Global Advisors State Street Financial Center One Lincoln Street Boston, MA 02111 www.spdrs.com **SALES & CLIENT SERVICE** 866.787.2257 **MEDIA** Gary MacDonald 617.664.2296 gary_macdonald@ssga.com Troy Mayclim 914.686.5599 tmayclim@riverinc.com

Precise in a world that is \overline{t} .

Snapshot Overview

As of June 30, 2010, 897 ETFs with assets totaling approximately \$772BN were managed by 33 ETF managers. ETF industry assets fell \$11.7BN for the month, down 1.5%.

Through the first half of the year, ETF assets were down slightly, declining \$3.5BN, or 0.4%.

FIGURE 1: US ETF ASSET GROWTH YTD

Driven by asset declines in all Equity categories, overall ETF industry assets decreased during June. Only Fixed Income and Commodities saw asset increases.

STATE STREET HIGHLIGHTS, JUNE 2010

SPDR[®] Gold Shares AUM rose to over \$50BN in June, fueled by inflows of more than \$1.6BN during the month and \$7.6BN year-to-date. Assets under management stand at \$52.8BN with average daily voume of more than \$1.9BN. For more information, including gold research and statistics, please visit www.spdrgoldshares.com.

ETF Industry Detail

ASSET CLASSES OVERALL

The S&P 500[®] Index fell 5.2% while the MSCI EAFE[®] Index fell 1.0%. US bonds rose, with the Barclays U.S. Treasury Index gaining 1.9% and the Barclays U.S. Aggregate Index climbing 1.6%. Gold rose \$37 to \$1,244 per ounce.

Declines in the Size and Style categories accounted for the majority of the total drop in ETF AUM.

The Fixed Income and Commodity categories rose \$6.2BN and \$3.1BN, respectively.

Year-to-date, the only areas with positive asset growth are Commodities, up \$11BN; Fixed Income, up \$21BN; Dividend/Fundamental, up \$2BN; and Inverse/Leveraged, up \$1.8BN.

FIGURE 2: CHANGE IN ETF ASSETS AND NUMBERS BY TYPE

	JUNE		#	MAY	Δ		YTD Δ			
	# OF	CURRENT ASSETS	of OF	ASSETS	ASSET CHANGI		ASSETS	ASSET CHANGE		
CATEGORY	ETFs	(MM)	ETFs	(MM)	(%)	ETFs	(MM)	(%)		
BROAD	14	\$18,554	-	(\$650)	(3.4)	3	(\$327)	(1.7)		
COMMODITY	27	\$78,727	2	\$3,114	4.1	4	\$11,268	16.7		
CURRENCY	20	\$5,334	-	(\$221)	(4.0)	-	(\$2,233)	(29.5)		
DIVIDEND/FUNDAMENTAL	87	\$17,551	-	(\$461)	(2.6)	(1)	\$2,004	12.9		
FIXED INCOME	102	\$122,045	8	\$6,238	5.4	19	\$21,228	21.1		
GLOBAL	29	\$5,550	-	(\$345)	(5.8)	2	(\$755)	(12.0)		
INTERNATIONAL	155	\$171,180	1	(\$1,674)	(1.0)	18	(\$13,570)	(7.3)		
INVERSE/LEVERAGED	147	\$31,476	-	(\$370)	(1.2)	17	\$1,873	6.3		
SECTOR	130	\$73,625	-	(\$5,111)	(6.5)	12	(\$337)	(0.5)		
SIZE	36	\$173,218	-	(\$6,957)	(3.9)	-	(\$19,174)	(10.0)		
SPECIALTY	97	\$14,364	1	(\$87)	(0.6)	4	(\$203)	(1.4)		
STYLE	53	\$60,682	-	(\$5,191)	(7.9)	-	(\$3,258)	(5.1)		
TOTALS	897	\$772,306	12	(\$11,715)	(1.5)	78	(\$3,485)	(0.4)		

SIZE/STYLE

Large Cap assets fell \$3.9BN, followed by Small Cap, down \$2.2BN.

FIGURE 3: CHANGE IN ETF ASSETS BY MARKET CAP/STYLE

		JUNE		MAY	Δ	$\mathbf{YTD} \Delta$				
	# OF	CURRENT ASSETS	# OF	ASSETS	ASSET CHANGE	# OF	ASSETS	ASSET CHANGE		
CATEGORY	ETFs	(MM)	ETFs	(MM)	(%)	ETFs	(MM)	(%)		
ALLCAP	14	\$18,554	-	(\$650)	(3.4)	3	(\$327)	(1.7)		
SIZE - LARGE CAP	18	\$128,231	-	(\$3,860)	(2.9)	-	(\$19,553)	(13.2)		
SIZE - MICRO CAP	3	\$520	-	(\$73)	(12.3)	-	\$123	31.1		
SIZE - MID CAP	7	\$23,013	-	(\$844)	(3.5)	-	\$745	3.3		
SIZE - SMALL CAP	8	\$21,454	-	(\$2,180)	(9.2)	-	(\$490)	(2.2)		
STYLE - ALLCAP GROWTH	2	\$266	-	(\$18)	(6.3)	-	(\$85)	(24.2)		
STYLE - ALLCAP VALUE	1	\$285	-	(\$37)	(11.5)	-	(\$80)	(22.0)		
STYLE - LARGE GROWTH	11	\$19,564	-	(\$1,203)	(5.8)	-	(\$2,787)	(12.5)		

ETF INDUSTRY DETAIL FIGURE 3: CHANGE IN ETF ASSETS BY MARKET CAP/STYLE (CONT D)

		JUNE		MAY	2	YTD Δ			
	# OF	CURRENT ASSETS	# OF	ASSETS	ASSET CHANGE	# OF	ASSETS	ASSET CHANGE	
CATEGORY	ETFs	(MM)	ETFs	(MM)	(%)	ETFs	(MM)	(%)	
STYLE - LARGE VALUE	11	\$16,309	-	(\$928)	(5.4)	-	(\$292)	(1.8)	
STYLE - MID GROWTH	7	\$5,946	-	(\$670)	(10.1)	-	(\$87)	(1.4)	
STYLE - MID VALUE	7	\$5,152	-	(\$543)	(9.5)	-	(\$303)	(5.5)	
STYLE - SMALL GROWTH	7	\$5,885	-	(\$762)	(11.5)	-	(\$293)	(4.7)	
STYLE - SMALL VALUE	7	\$7,276	-	(\$1,030)	(12.4)	-	\$668	10.1	
TOTALS	103	\$252,454	-	(\$12,798)	(4.8)	3	(\$22,759)	(8.3)	

SECTOR

All Sector categories declined in assets except Utilities, which gained \$55MM.

Energy and Financials each fell over \$1BN in assets for the month. FIGURE 4: CHANGE IN ETF ASSETS BY US SECTOR

		JUNE		MAY	Δ	$\mathbf{YTD} \Delta$			
	# OF	CURRENT ASSETS	# OF	ASSETS	ASSET CHANGE	# OF	ASSETS	ASSET CHANGE	
CATEGORY	ETFs	(MM)	ETFs	(MM)	(%)	ETFs	(MM)	(%)	
CONSUMER DISCRETIONARY	8	\$2,823	-	(\$779)	(21.6)	1	\$	0.0	
CONSUMER STAPLES	11	\$4,302	-	(\$611)	(12.4)	1	\$496	13.0	
ENERGY	13	\$10,061	-	(\$1,038)	(9.4)	2	(\$661)	(6.2)	
FINANCIALS	20	\$9,215	-	(\$1,392)	(13.1)	1	(\$880)	(8.7)	
HEALTH CARE	16	\$6,933	-	(\$8)	(0.1)	1	(\$335)	(4.6)	

Edgar Filing: SPDR GOLD TRUST - Form FWP

INDUSTRIALS	10	\$4,357	-	(\$138)	(3.1)	1	\$593	15.8
MATERIALS	11	\$12,095	-	(\$76)	(0.6)	3	\$1,784	17.3
REIT	12	\$10,854	-	(\$706)	(6.1)	1	\$298	2.8
TECHNOLOGY	23	\$8,958	-	(\$418)	(4.5)	-	(\$1,007)	(10.1)
UTILITIES	6	\$4,026	-	\$55	1.4	1	(\$626)	(13.4)
TOTALS	130	\$73,625	-	(\$5,111)	(6.5)	12	(\$337)	(0.5)

MANAGER AND FUND DETAIL

The top three managers in the US ETF marketplace were: BlackRock, State Street, and Vanguard. Collectively, they accounted for approximately 84% of the US-listed ETF market.

Year-to-date, BlackRock s market share fell 1.3%, from 48.0% to 46.7%. State Street s market share fell 0.3%, from 24.3% to 24.0%. Vanguard s market share increased by 1.5%, from 11.8% to 13.3%.

FIGURE 5: US ETF ASSETS BY MANAGER

	JUNE		ΥΤΟΔ				
		MARKET SHARE (%)	# OF ETFs	ASSETS (MM)	ASSET GROWTH (%)	MARKET SHARE (%)	
2 \$	185,126	24.0	3	(\$3,307)	(1.8)	(0.3)	
1	\$22	0.0	-	(\$1)	(2.2)	0.0	
6	\$126	0.0	1	\$20	19.2	0.0	
5 \$	360,375	46.7	15	(\$11,954)	(3.2)	(1.3)	
6	\$26,726	3.5	-	(\$1,202)	(4.3)	(0.1)	
	Fs)2 \$ 1 6)5 \$	OF ASSETS (MM) 92 \$185,126 1 \$22 6 \$126 95 \$360,375	DF ASSETS (MM) MARKET SHARE (%) 02 \$185,126 24.0 1 \$22 0.0 6 \$126 0.0 05 \$360,375 46.7	DF FsASSETS (MM)MARKET SHARE ($\%$)# OF ETFs 22 \$185,12624.03 1 \$220.0- 6 \$1260.01 05 \$360,37546.715	DF FsASSETS (MM)MARKET SHARE (%)# OF ETFsASSETS (MM) 02 \$185,12624.03(\$3,307) 1 \$220.0-(\$1) 6 \$1260.01\$20 05 \$360,37546.715(\$11,954)	MARKET DF Fs MARKET ASSETS (MM) # OF (%) ASSETS (MM) ASSET GROWTH (%) 02 \$185,126 24.0 3 (\$3,307) (1.8) 1 \$22 0.0 - (\$1) (2.2) 6 \$126 0.0 1 \$20 19.2 05 \$360,375 46.7 15 (\$11,954) (3.2)	

FIGURE 5: US ETF ASSETS BY MANAGER (CONT D)

ETF INDUSTRY DETAIL

	JUNE MARKET #				YTD ∆ ASSET MARKET			
MANAGER	# OF ETFs	ASSETS (MM)			ASSETS (MM)	ASSET GROWTH (%)		
CLAYMORE	42	\$2,583	0.3	10	(\$332)	(11.4)	0.0	
DIREXION SHARES	34	\$5,923	0.8	8	\$905	18.0	0.1	
EMERGING GLOBAL SHARES/USA	6	\$100	0.0	2	\$51	106.9	0.0	
ETF SECURITIES USA	4	\$1,572	0.2	2	\$1,084	221.6	0.1	
FAITHSHARES	5	\$9	0.0	-	(\$4)	(33.8)	0.0	
FIDELITY	1	\$133	0.0	-	(\$2)	(1.1)	0.0	
FIRST TRUST ADVISORS	43	\$2,579	0.3	3	\$579	29.0	0.1	
GLOBAL X MANAGEMENT	11	\$242	0.0	4	\$155	177.2	0.0	
GRAIL ADVISORS	7	\$22	0.0	2	\$8	56.7	0.0	
GREENHAVEN	1	\$243	0.0	-	\$13	5.6	0.0	
INDEXIQ	9	\$173	0.0	4	\$70	67.5	0.0	
JETS	2	\$5	0.0	1	(\$10)	(64.6)	0.0	
OLD MUTUAL	5	\$89	0.0	4	\$25	40.3	0.0	
OOK ADVISORS	2	\$10	0.0	-	\$3	39.4	0.0	
PIMCO	10	\$1,477	0.2	1	\$1,002	211.0	0.1	
POWERSHARES	112	\$14,005	1.8	11	\$36	0.3	0.0	
POWERSHARES/DB COMMODITY SVCS.	11	\$9,573	1.2	-	(\$3,208)	(25.1)	(0.4)	
PROSHARES	111	\$25,381	3.3	21	\$1,099	4.5	0.2	
REVENUESHARES								

REVENUESHARES