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Gold maple leaf coins hot property on world markets

Canada's gold maple leaf coins, which were first produced in September 1979 with subsequent issues in November 1982, continue to record consistently rising sales on the international gold bullion market.

According to the Royal Canadian Mint, the federal Crown corporation which produced the coins, sales of the gold coins increased 10.6 per cent in 1982 over the 1981 level. And since the beginning of the program in 1979, over four million coins have been sold.

The maple leaf coins are unique in the world of gold bullion coins. They are the only internationally recognized and regularly traded gold coins that can be bought which are solid gold — that is, 9999 pure.

The country's first gold bullion coin, a one-ounce gold maple leaf, was issued on September 5, 1979. The recognized fineness and quality of the gold maple leaf contributed substantially to its universal popularity. It contains one troy ounce of solid unalloyed gold which is 9999 fine. (Competitive gold coins average a fineness of about 920 — 950.) Buyers and sellers the world over can quickly determine the precise value of the coin by simply checking daily gold prices in a newspaper as its selling price is directly related to the current price of one troy ounce of gold. A small premium is added for manufacturing, marketing and distribution.

Fractional coins

In 1982, the Mint introduced two smaller versions of the gold maple leaf. These

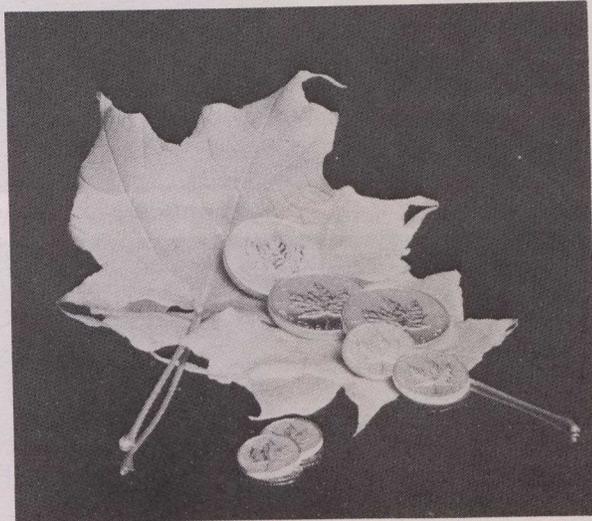
fractional gold coins contain a tenth and a quarter of an ounce of fine gold. Designed by the Mint to meet a growing demand for smaller gold coins, they appeal to investors who otherwise would not be able to own gold. The smaller coins are very popular in the Far East, especially in Japan, because of their 9999 purity. They are purchased by discriminating investors and collectors, as well as jewellers who have designed mountings to present the coins as rings, earrings, bracelets and pendants.

More than 90 per cent of the gold maple leaf coins are purchased outside Canada each year. Demand is particularly strong in the United States, Europe and in the Far East where investing in gold is considered a hedge against economic uncertainty and inflation. Today, most financial counsellors recommend gold as an essential part of any well-balanced investment portfolio.

Since 1979, investors who realize the long-term value of gold have been buying these coins for their purity and quality and because of Canada's international reputation for strength and stability.

Gold from Canadian mines

Canada is the third largest producer of gold in the world and the gold in the maple leaf coins comes exclusively from Canadian mines. In 1982 the gold maple leaf became the first gold bullion coin to be traded on a recognized exchange, the American Gold Bullion Coin Exchange in New York.



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