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MEDIA RELEASE

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### **South Africa Wins Beautiful Gold!!**

In May 2012, the South African Mint attended the 27th Annual Mint Directors Conference which was held in Vienna, Austria, an event which is seen as the Oscars of the Coin industry.

We are proud to announce that the South African Mint was awarded the ultimate prize of the day, the **prestigious “Most Beautiful Commemorative Gold Coin”** for our 2011 Natura coin which features Nature's Families: The Meerkat. The accolades continued as we walked away with the “Most Creative/Innovative and Unique Packaging” and “The Marketer's Choice” awards for our 2011 R2 gold launch set packaging.

The official announcement of this Prestigious Award happened at “The Greenest Event” at the Sandton Sun Hotel, where the first of the silver commemoration medallions was struck. To celebrate this remarkable achievement, the South African Mint is giving away a Limited Edition sterling silver, tickey sized medallion with each 2011 Natura Prestige set purchased. R300 from each set purchased will be donated to the Endangered Wildlife Trust (EWT)

Said Vanessa Du Plessis, Head of Business Development and Funding at the EWT: “It has always been our policy to work with partners, and our partnership with the South African Mint is one that continues to reap benefits for the critical conservation work conducted by the EWT. The South African Mint’s Most Beautiful Coin is dedicated to all the glorious wildlife of our country”

Said Tumi Tsehlo, Acting Managing Director of the South African Mint Company: “This achievement serves as a reminder of our commitment to our brand Promise: “We create timeless value and conserve heritage through master crafted coins”