

ISHARES GOLD TRUST
Form FWP
September 30, 2010

Free Writing Prospectus

Filed Pursuant to Rule 433

Registration No. 333-165057

September 30, 2010

iShares

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The iShares of gold.

iShares Gold Trust (Trust) has filed a registration statement (including a prospectus) with the SEC . Before you invest, you should read the prospectus and other documents the Trust has filed with the SEC for more complete information about the issuer and any offering. You may get these documents for free by visiting www.iShares.com or EDGAR on the SEC website at www.sec.gov. Alternatively, the Trust will arrange to send you the prospectus if you request it by calling toll-free 1-800-474-2737.

Investing involves risk, including possible loss of principal. The Trust is not an investment company registered under the Investment Company Act of 1940 or a commodity pool for purposes of the Commodity Exchange Act. Shares of the Trust are not subject to the same regulatory requirements as mutual funds. Because shares of the Trust are created to reflect the price of the gold held by the Trust, less the Trust's expenses and liabilities, the market price of the shares will be as unpredictable as the price of gold has historically been. Brokerage commissions will reduce returns.

For a more complete discussion of the risk factors relative to the Trust, carefully read the prospectus. BlackRock Asset Management International Inc., an affiliate of BlackRock, Inc., is the sponsor of the Trust.

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Name iShares®

Location San Francisco

Web <http://iShares.com>

Bio The official iShares® Twitter home. Stay tuned for market insights, ETF education, and latest info on iShares events.

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I posted 13 photos on Facebook in the album iShares Gold Event September 29, 2010 <http://fb.me/yCY8pFa1> 6 minutes ago via Facebook

Watch a live interview of Robert Kapito, President of BlackRock, with Maria Bartiromo on CNBC at 4:15PM EST [#gold](#) 10 minutes ago via [HootSuite](#)

Watch a live webcast of The Closing Bell at 3:59 p.m. ET on September 29, 2010. [#gold](#) <http://ht.ly/2LOFs> about 1 hour ago via [HootSuite](#)

[@selysettesarina](#) Thanks for the mention about our Gold Event today NYSE! [about 1 hour ago](#) via [HootSuite](#) in reply to [selysettesarina](#)

There is 56.8 Bn in gold ETFs domiciled (funds that are backed by physical gold) as 8/31/2010. <http://fb.me/KDbzx5hA> about 3 hours ago via [Facebook](#)

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We're waiting for the gold bar... [#gold](#) <http://twitpic.com/2t2ffz> about 6 hours ago via [Twitpic](#)

[@RockTheBoatMKTG](#) Thanks! We're glad to be here. [about 8 hours ago](#) via [HootSuite](#) in reply to [RockTheBoatMKTG](#)

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Today we'll be following the gold bar and chatting about our gold event at the NYSE using the hash tag [#gold](#) about 8 hours ago via [Facebook](#)

Tomorrow we'll be following the gold bar to the NYSE and bringing you live information from our gold event. [#gold](#) about 23 hours ago via [HootSuite](#)

Stay tune for some fun facts about gold... [about 23 hours ago](#) via [Facebook](#)

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There is \$200 billion of gold stored 30 feet below the NY subway system [#goldfacts Tuesday, September 28, 2010 11:45:07 AM](#) via [HootSuite](#)

Did you know how much a gold bar weighs? It's 400.050 ounces.. That's what we'll have on Wednesday at the NYSE [#goldfacts Tuesday, September 28, 2010 7:30:15 AM](#) via [HootSuite](#)

Stay tuned for some fun facts about gold... [#goldfacts 5:30 PM Sep 27th](#) via [HootSuite](#)

We're ramping up for our gold event this Wednesday at the NYSE [#gold 2:30 PM Sep 27th](#) via [HootSuite](#)

Have you seen, Investing in Gold? If not take a look: <http://ht.ly/2KwKZ> [#gold 2:00 PM Sep 27th](#) via [HootSuite](#)

We have some thoughts on inflation, take a look at: <http://ht.ly/2KFlk> [1:07 PM Sep 27th](#) via [HootSuite](#)

Have you seen, Investing in Gold? If not take a look: <http://ht.ly/2KwKZ> [#gold 10:25 AM Sep 27th](#) via web

iShares is now tweeting! Stay tuned to hear about our events, ETF ed. and market views [10:23 AM Sep 27th](#) via web

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