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MEDIA RELEASE

THE LAND DOWN UNDER RISES TO THE TOP

The Perth Mint unveiled its highly anticipated The Land Down Under collector coin series in Berlin at an exclusive event during the prestigious World Money Fair.

In the presence of the Australian Ambassador to Germany, Peter Tesch, senior representatives from AUSTRADE, leading financial institutions and coin distributors, the Mint announced the spectacular design themes which will showcase the best that Australia has to offer.

The new series will display the nation's iconic landmarks, its ancient culture, unique discovery and enviable lifestyle.

Portraying well known symbols of Australia, each of the four themes in the collector series is reflected in two complementary designs portrayed on 1oz of 99.9% pure silver and 1/4oz of 99.99% pure gold.

Each of the silver coin designs presents the chosen elements in vivid colour within an outline of the continent, while the gold releases offer the key components in a traditionally crafted style.

"Australia is a land like no other, so we're delighted to release a program that captures the essence of this magnificent country," said Perth Mint Sales and Marketing Director, Ron Currie.

The new collector series will commence with the landmark theme, which is represented by the architectural masterpiece that is the Opera House.

As a renowned heritage site, a premier performance venue and the central site for Australia's celebratory occasions, Sydney Opera House is visited by millions of people each year.

"Sydney Opera House is an instantly recognised symbol of Australia, so it was a natural choice for the first gold and silver releases, and for the two larger hero pieces in the series," Mr Currie continued.

As an exclusive offering by The Perth Mint, Sydney Opera House is showcased on four coins.

The beauty of this unique building is captured on the standard 1oz, and a special 10oz, silver release against a colourful display of fireworks framed within a map of Australia. The 1/4oz gold coin, and its larger 2oz version, represents the Opera House at the waters' edge of Sydney harbour in a classically minted format.

Issued as Australian legal tender, each coin in The Land Down Under series depicts the Ian Rank-Broadley effigy of Her Majesty Queen Elizabeth II and its monetary denomination on the obverse.

“We have already had confirmation that the designs showcase Australia in a fresh perspective, and the response we have received from attendees at the fair has been remarkable,” continued Mr Currie.

To ensure the rarity of the series, only 5,000 of each 1oz silver coin and 1,000 of each 1/4oz gold coin will be released throughout 2013, priced at \$107 and \$789 respectively. Issued to an even stricter mintage limit are the 750 10oz silver coins and 200 2oz gold coins.

Each coin is presented in a presentation box and themed shipper and is accompanied by a numbered Certificate of Authenticity.

Upon their scheduled release dates, coins from The Land Down Under series can be purchased from The Perth Mint on toll free 1800 098 817 (Australia), +61 8 9421 7218 (International) or by visiting www.perthmint.com.au Customers can also check the availability of the coins at their local coin dealer or Australian Post outlets.

Learn about more of The Perth Mint's popular collector coins on <http://blog.perthmint.com.au/> or follow The Perth Mint on Twitter @perthmint

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