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MEDIA RELEASE

PERTH MINT CHARMS COLLECTORS WITH GOLD AND SILVER SNAKES

To celebrate the Chinese Year of the Snake in 2013, The Perth Mint has released a stunning new range of collectables from its internationally sought-after Australian Lunar coin series.

Struck from 99.99% pure gold and 99.9% pure silver, each release reflects the patience and charming nature of the snake.

Sales and Marketing Director, Ron Currie said that the demand for The Perth Mint's Year of the Snake coins is gaining strong momentum. "After achieving record sales last year with our Year of the Dragon releases, we're confident that this year's snake designs will inspire both first-time and repeat purchasers."

"Although the Year of the Snake is yet to arrive, three of our silver products have already reached their mintage limits – the popular 1oz proof coin, the classic three-coin set and the unique typeset collection," he continued.

Despite these sell-outs, followers of the Chinese lunar calendar, collectors and gift buyers can continue to make their selection from the range of Year of the Snake coins still on offer at The Perth Mint.

In addition to the individual silver coins in 1/2oz and 1 kilo weights, priced at \$67.50 and \$2,050 respectively, there are other silver releases which feature special treatments and have the potential for numismatic appreciation.

Coloured Edition silver coins are available in 1/2oz, 1oz and 1 kilo weights, which are priced from \$67.50. Symbolising happiness and prosperity, these issues each portray a yellow and black snake curled around a tree branch.

The sizable one kilogram Gemstone Edition, priced at \$2,095, portrays an identical design as its coloured counterparts with the additional feature of a black diamond set in the snake's eye, to signify wisdom.

In Chinese culture, gold represents wealth and happiness. These aspirations are superbly captured in the 1oz silver Gilded Edition coin which highlights a snake in 24-carat gold. Priced at only \$104, this coin is an ideal way to add gold to any private collection.

Another release in stunning silver is the Year of the Snake 1oz high relief coin, priced at \$110. Representing the best of minting excellence, the coin's intricate sculpture highlights the depth and detail of the reptile design.

For collectors who prefer gold to silver, The Perth Mint's Australian Lunar gold coins in 1/10oz, 1/4oz and 1oz weights, range in price from \$339 to \$3,100. Collectors can also purchase a three-coin set, which includes each coin in the gold series for \$4,100.

Coloured Edition gold coins are also available in 1/10oz, 1/4oz and 1oz weights, which are priced from \$339. The red and gold colouring of the snake on these releases denotes the favourable fortunes of good luck, wealth and happiness.

Issued as Australian legal tender, the obverse of each Year of the Snake coin bears the Ian Rank-Broadley effigy of Her Majesty Queen Elizabeth II and its monetary denomination.

Offered within various mintage and issue limits, the 2013 Australian Lunar coins can be purchased from The Perth Mint at 310 Hay Street in East Perth. Orders can also be placed by telephoning toll free 1800 098 817 (Australia), +61 8 9421 7218 (International), or by visiting www.perthmint.com.au

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