



Joseph C. Long  
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# State of New Hampshire

## Department of State Bureau of Securities Regulation

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**FOR IMMEDIATE RELEASE:**

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### **NH BUREAU OF SECURITIES REGULATION URGES CAUTION FOR INVESTORS MINING FOR GOLDEN OPPORTUNITIES**

(Concord NH, October 26, 2010) With gold prices reaching record highs, investors are increasingly turning to gold-related investments. The Bureau of Securities Regulation today reminded investors to be cautious about jumping onto the gold bandwagon.

“The soaring price of gold has sparked a modern-day gold rush among investors eager to recover stock market losses. But it’s still a Wild West out there and dangers abound for prospective gold investors,” said Joseph Long, Director, New Hampshire Bureau of Securities Regulation.

The Bureau has issued an Investor Alert to help investors spot the risks of gold investments.

“It is a myth to say that gold is a safe investment. An investment in gold is not foolproof,” Joseph Long said. “An investor needs to know his or her investment objectives. Gold may not provide long-term investment returns. Gold is a commodity, and, like other commodities, its price can fluctuate dramatically.”

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Historically speaking, the value of gold-related investments fluctuates even more than the stock market. Gold often moves in reverse of stocks and bonds, so when stocks are down, gold may seem like a very tempting investment.

There are many ways to invest in gold, including buying actual gold or making gold-related market investments in mutual funds, exchange-traded funds and futures, as well as shares of gold mining companies. The investor alert examines each of these options and explains what investors need to know about each before deciding to invest.

The Bureau also advises investors to beware of gold investment scams. For example, in one typical scheme, a seller offers to sell actual gold bullion and then retain the investor's gold in a "secure" vault with a promise to sell the gold for the investor as it gains in value. In many instances, the gold does not exist. In another typical scenario, a company encourages investors to cash out of their poor-performing investments to purchase gold, which may be nothing more than "fool's gold."

"Remember, if you are advised to cash out investments and roll funds into a different type of investment, make sure the person advising this is licensed by your state securities regulator," Long said.

For more information including a copy of the Investor Alert or, if you have questions about any other investment product or concern, you may contact the Bureau at (603) 271-1463 or visit our website at [www.sos.nh.us/securities](http://www.sos.nh.us/securities).