



World's first gold vending machine goes operational at Emirates Palace Hotel in Abu Dhabi

Global launch of GOLD to go® in an exclusive setting

Reutlingen, Germany/Abu Dhabi, UAE, 12 May 2010. A new highlight is being added to the 5-Star Deluxe Emirates Palace Hotel in Abu Dhabi in the United Arab Emirates – on 12 May 2010, it will become the first place outside of Germany to boast the installation of GOLD to go®, the world's first gold vending machine. After a period of testing at various locations, this global innovation will be presented to exclusive international clientele during a global launch at this very special venue.

Developed by TG Gold-Super-Markt, a brand of Ex Oriente Lux AG, the new vending machine will be installed in the dome of the luxury holiday resort and features advanced technology and a wider array of products. In addition to 1 g, 5 g and 10 g bars of gold, the machine also dispenses gold coins bearing designs such as the Krugerrand, Maple Leaf and Kangaroo, which are sold in gift boxes at real-time prices. It is expected that, here too, in this domain of the rich and the beautiful, GOLD to go® will be perceived as an extra special gift idea, combining the joy of giving with an investment in a precious metal – physical gold is, after all, still one of the most sustainable forms of investment.

A computer inside the machine ensures that the real-time prices are updated in line with the online shop at Gold-Super-Markt.de. This eliminates the risk premiums usually associated with precious metal trading. As no sales staff are needed to operate the machine, clients benefit from very competitive prices. All of the gold bars sold are 24 carat and every item comes with a money-back guarantee. It has never been easier for individuals to purchase gold bars and coins in guaranteed quality quickly, simply and conveniently at fair prices.

The gold vending machine therefore offers private investors an opportunity to top up their gold caches. With their sophisticated packaging, the gold products from the machine are also ideal as special gifts with long-term value.

The Emirates Palace Hotel in Abu Dhabi is one of the most exclusive hotels in the world, exuding the kind of luxury that can now only be found in a handful of places. It is an establishment which



does not stop at fulfilling its guests' expectations in every way – it prides itself on exceeding them. "If you ever have the privilege of staying in a place as wonderful as this you will surely want to take a special souvenir home with you," enthuses Thomas Geissler, CEO of Ex Oriente Lux AG. "And what could be more fitting than pure gold after a stay in such an exclusive atmosphere?" he adds. "We seized upon this idea and, as one of the most exclusive hotels in the world, we wanted the Emirates Palace to play a pioneering role and be the first hotel in the world to offer its guests this golden service," General Manager Hans Olbertz states with pride.

The first pieces of gold will be dispensed by the GOLD to go[®] vending machine in the lobby of the Emirates Palace Hotel in the presence of media representatives and visitors on 12 May 2010.

Note for editors:

If you missed the live stream of the **GOLD to go**[®] vending machine's global launch, you can view the video any time at www.gold-to-go.com/opening.

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About Ex Oriente Lux AG

Ex Oriente Lux AG operates on the basis of a two-pillar model comprising precious metal trading (70%) and convergence investments in agricultural land (30%). For its precious metal sales, Ex Oriente Lux AG employs three different sales channels: online shops, distribution partners and broker pools in the B2B sector. In terms of its agricultural investments, its focus is on creating large olive groves with an integrated value chain and targeted exploitation of land development opportunities.