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Launch of the first Gold Dispensing ATM in the UK

Reutlingen/London, July 1st 2011. Today at the Westfield Shopping Centre in London, the UK opening of the very first GOLD to goTM was celebrated. After the global opening at the Emirates Palace Hotel in Abu Dhabi, the following European opening and the launches in numerous cities in North America, the German innovation is finding its way to the financial metropolis London. In attendance of Mr Chris Lynham, NAM Westfield Shopping Centre, Thomas Geissler, CEO of Ex Oriente Lux AG, and Derek Higgins, Director of ZEN GOLD, put into operation the very first GOLD to goTM ATM in the United Kingdom.

Ex Oriente Lux AG, a medium-sized company from Reutlingen, Germany, known for its online precious metal portal www.gold-super-markt.de, installed the high tech ATM at the first UK location today in cooperation with London partner Zen Gold ATM Ltd. GOLD to goTM, a world novelty born of German innovation, provides private investors with easy, convenient access to physical gold at fair real-time prices. The GOLD to goTM ATMs are always online and update their prices every 10 minutes based on current gold spot prices. Along with gold bars of various weights ranging between one and 250 grams, the vending machines can also sell traditional gold coins. On top of that, the new GOLD to goTM ATM is offering a 2.5 grams gold bar with the London skyline engraved on its backside – a unique and classy souvenir never to lose its worth. All products come from renowned contributors and are sold in a top quality boxing, thus making GOLD to goTM a great and nonstandard gift idea. At a price of about 41 GBP, a 1 gram gold bar is about as cheap as a bouquet of flowers, but is sure not to wither.

A computer inside the ATM collects real-time prices based on those listed at the online portal Gold-Super-Markt.de. This makes risk premiums unnecessary. In addition, the system doesn't necessitate sales personnel and requires only minimal space, meaning that customers benefit from fair prices. Every gold bar is made up of 24-karat gold and each item comes with a money-back guarantee. It's never been easier, quicker, or more convenient for individuals to purchase gold bars and coins of certified quality at fair prices. "Providing easy access to physical precious metals for the average person at fair prices, both online and offline. That continues to be my aim", says Thomas Geissler.



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For more information, please contact:

GOLD-to-go.com
Ex Oriente Lux AG
Joe Dreixler
Hohbuchstrasse 59
72762 Reutlingen
Germany
Tel.: +49 (0)7121 92 01 51
Fax: +49 (0)7121 92 01 11
Email: gold@gold-super-markt.de
Internet: www.gold-to-go.com

MPW FINANCE
Public & Investor Relations GmbH
Sven Goeddel / Hans Merkel
Eschersheimer Landstraße 44
60322 Frankfurt am Main
Germany
Tel.: +49 (0)69 95 92 90 11
Fax: +49 (0)69 95 92 90 29
Email: gold-to-go@mpwfinance.com
Internet: www.mpwfinance.com

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.