



**PRESS RELEASE**  
For immediate publication

**Kitco's "Save the koala" campaign a resounding success**

Montreal, QC (May 23, 2013) — Kitco Metals Inc. concluded a special **Save the koala** campaign to raise funds for koala conservation. The iconic koala, an endangered creature whose habitat is threatened by urbanization, appears on the popular Silver Australian Koala series coins sold by Kitco.

Under the campaign, Kitco **donated \$0.50 for every ounce** of Silver Australian Koala coins sold to **Sunshine Coast Koala Wildlife Rescue (SCKWR)**, a non-profit organization that rescues sick, injured and orphaned koalas in the South Eastern Queensland area of Australia. SCKWR also promotes awareness about koala habitat protection and plants new koala food trees. The campaign **aimed to raise \$10,000** to help SCKWR buy a new rescue truck. A dedicated microsite ([kitco.com/save-the-koala](http://kitco.com/save-the-koala)) was deployed to promote the campaign.

By the time the campaign drew to a close on May 3, 2013, Kitco had surpassed its target and **raised \$26,000**. The campaign garnered widespread visibility, was noticed by a leading Canadian koala charity and attracted **over 2,000 fans and followers** on Twitter and Facebook. Campaign coordinator Vicky Koubakis said, "The response to the campaign was amazing! We are really glad we managed to raise all this money for a great cause."

For the success of its **Save the koala** campaign, Kitco thanks all its customers and supporters and wishes the best to Sunshine Coast Koala Wildlife Rescue.

*About Kitco Metals Inc.*

*A Canadian corporation founded in 1977, Kitco Metals Inc. is an international company that has its headquarters in Montreal and offices in New York and Hong Kong. Kitco is one of the largest retailers of precious metals in the world and a specialized supplier of refining services. Being one of few authorized resellers of products made by some of the most prestigious government mints, the company provides a vast array of gold, silver, platinum, palladium and rhodium products to tens of thousands of customers. Considered to be the leading precious metals reference, Kitco's website ([www.kitco.com](http://www.kitco.com)) is visited daily by close to a million people around the world. Kitco has earned a solid reputation for itself as a leading innovator in the industry, being the first precious metals company to carry out its activities online and to create real-time market information applications for smart phones.*

**[www.kitco.ca](http://www.kitco.ca)**