

**Client:** Ounces to Pounds  
**Source:** Daily Express (Main)  
**Date:** 11 November 2009  
**Page:** 42  
**Circulation:** 712023  
**Size:** 422cm2  
**Value:** 10571.1

---

# Coin it in from new gold rush

Soaring prices  
prompt sale of  
goods, says  
**Esther Shaw**

**R**OCKETING gold prices have prompted a growing number of people to consider turning their unwanted jewellery into cash.

The price of an ounce of gold surged this week to an all-time high of more than \$1,100 (£660) this week as investors dismayed by bleak economic data and a weak US dollar piled into the precious metal.

As a result, the price of gold is currently sitting at a record 19-month high.

"Investors are looking to alternative investments as traditional asset classes suffer due to economic turbulence," says Justin Prichard from jewellery buyers CashMyGold.co.uk. "This move puts gold 43 per cent higher than at the same time last year, with the price at \$1,098 per ounce. This is great news for ordinary UK consumers."

Scrap gold is big business and many new gold-buying firms, such as CashMyGold.co.uk have sprung up on the internet; other names include CashYourGoldNow.co.uk, Cash4Gold.com and Postalgold.com.

With CashMyGold, for example, con-

sumers simply post any broken or unwanted gold jewellery in an insured envelope provided by the company.

The firm will then analyse how much pure gold is contained in the jewellery and calculate the payout based on the current market price of gold; the value is then sent by cheque to the consumer.

"These market fluctuations mean now is the ideal time for people to take a look at the back of their jewellery box and sell any items they have at home," says Prichard. "The process is simple, easy and secure, and allows people to make the most of their unwanted assets."

Further to this, there are now also companies dedicated to helping individuals sell on their unwanted jewellery at Tupperware-style "gold parties."

Krista Waddell, a former gold commodities trader, is the chief executive of party organising firm, **Ounces to Pounds**.

"We are taking advantage of people raising capital for Christmas by trading in their unwanted jewellery," says

Waddell. "Record numbers of Brits are now selling unwanted bits of earrings and broken necklaces at our parties

**Client:** Ounces to Pounds  
**Source:** Daily Express (Main)  
**Date:** 11 November 2009  
**Page:** 42  
**Circulation:** 712023  
**Size:** 422cm2  
**Value:** 10571.1

---



across the country.”

Selling broken or unwanted jewellery has become a popular way to raise spare cash during the recession, and if you do want to cash in, then now is the time to do it.

However, you do need to tread carefully to ensure you are getting good value for money, as there are concerns that some dealers are only paying a fraction of what the gold is really worth.

Internet dealers, for example, may not advertise prices online — so you'll need to get offers from several buyers to ensure you find a good deal.

You also need to bear in mind that you might get a better price from a high street jeweller or pawnshop; the key is to take the time to shop around before parting with your gold.

Trading Standards warns that careful research is particularly important in the wake of mounting reports of scams.

“There has been a big increase in the number of firms offering cash for unwanted jewellery but also a wide disparity in how much shops or dealers will pay for gold,” says Trading Standards spokeswoman Sylvia Rook. “Sellers need to beware of conmen.”

She adds that while a number of authorities are looking at this issue, there isn't much officers can do if people are getting a bad deal — provided the trader is not misleading the seller about the gold's worth.

“We can only urge people to shop around to make sure they are getting a fair price for their gold,” she says.

Picture: GETTY



**HIDDEN TREASURE:**  
Many are finding items to turn into much-needed cash

**Client:** Ounces to Pounds  
**Source:** City A.M. (Web)  
**Date:** 10 November 2009  
**Page:** N/A  
**Circulation:** 648  
**Value:** 17

---

## EX-BANKER TRIES HIS LUCK WITH SEX TOYS

I did a lot of head-scratching about where the opportunities might be in the downturn, Thomas tells me. It sounds like a cliché, but sex has always sold and we thought there was a gap in the market for really good quality products.

And along with the freedom of having his own business, Thomas is also, naturally, enjoying all the attention that his new job brings.

It is a brave new world, he laughs. At dinner parties and weddings I used to tell people I was an investment banker and that would be that. Now, they're hanging onto my every word! Quite the epitome of the old adage of every cloud has a silver lining, I'm sure.

## JUDGEMENT DAY

Now that the banking world has gone all holier-than-thou on us with Goldman Sachs top dog Lloyd Blankfein claiming bankers do God's work, Barclays chief John Varley telling an audience at St Martin-in-the-Fields church that bonuses are not satanic, and so on The Capitalist thought it wise to get advice from someone in the know.

Mark Speeks, who some readers will know as the managing partner of private equity firm Acuity Capital, is also an assistant priest at St Botolphs Church in Aldgate, having been ordained while studying theology at Yale back in 2002.

So what does he reckon to bankers getting on their biblical soapboxes?

It isn't particularly appropriate to be using that kind of religious terminology at the moment, but that's more from a PR perspective than anything else, Speeks tells me. But the whole question surrounding bonuses is very complex you need to look through the veil of what banks do with their money, how they deploy their capital, and it isn't necessarily easy to do. Goldman does do a lot of charity work and their employees pay a large amount of tax around the world and besides, the concept of risk-taking is addressed in the scriptures with the parable of the talents.

That, to recap, is the tale of a master who left home to travel and gave his three servants different amounts of money. The first and second were given five and two talents (monetary units) respectively and doubled their money, for which they were lauded as being good and faithful. But the third, who buried his one talent in the ground for safekeeping, was dubbed wicked and lazy for not having generated any return.

Perhaps RBS chief Stephen Hester would like to adopt that one as his own?

## HOME SWEET HOME

Hedge fund gurus looking for some after-work entertainment this week could do worse than to pop along to their local Mews Gallery next door to swanky eatery Mews of Mayfair, for those whose senses are more attuned to carnal pleasures than all things arty.

Actress Joanna Lumley's son, budding photographer Jamie, is exhibiting a selection of photographs entitled Prayer Flags and Goal Posts, documenting contrasting images of home in London and Nepal, where his



**Client:** Ounces to Pounds  
**Source:** City A.M. (Web)  
**Date:** 10 November 2009  
**Page:** N/A  
**Circulation:** 648  
**Value:** 17

---

grandfather served with the Gurkhas during World War II. Like mother, like son

#### PARTY TIME

Those in business have always known how to work and play hard, so it comes as no surprise that one of their number is taking that idea to a new record-breaking level. David Johnstone, the founder of VIP privilege club Key-2 Luxury, and his business partner, hedge fund veteran Stanley Fink, are planning the party to end all parties no less than 80 glitzy bashes across the world in just 24 hours.

This is going to be the 21st century equivalent of Phileas Foggs epic journey in Jules Vernes Around the World in 80 Days, says Johnstone, whos planning the party for 17 September 2011.

There is a credit crunch fact but there has to be a future, and Im saying lets start thinking about it now.

The firm is signing up some of the ritziest venues in the world to host the celebrations, and while partners in London havent yet been decided, Key-2 already works with the likes of the Dorchester, Kensington Roof Gardens and Boujis, so watch this space.

#### ALL THAT GLITTERS

Much has been made recently about Ounces to Pounds, the gold party organisers which throws bashes where people bring their hoards of gold to exchange for ready cash in the recession. But now, The Capitalist hears some have even been approaching the firm to ask if they can have their gold teeth pulled out to get their hands on the money.

A slightly stomach-churning step too far, perhaps?

[sourcelink]

<http://c.moreover.com/click/here.pl?z2323315717&z=950240871>

[/sourcelink]

**Client:** Ounces to Pounds  
**Source:** Hammersmith and Kensington Times (Web)  
**Date:** 10 November 2009  
**Page:** N/A  
**Circulation:** 3533  
**Value:** 95

---

## **Gold teeth are changing hands as the credit crunch bites**

The ever increasing demand for gold today means these are unique times for the public to exchange unwanted gold for cash.

Such is the demand, that Ounces To Pounds ([www.ounces2pounds.com](http://www.ounces2pounds.com)) have even received offers from the public to cash in on their gold teeth.

Ounces To Pounds UK President Mark Nicholson has so far seen seven people come into the company's Heddon Street headquarters in London's Mayfair looking to exchange their unwanted molars in return for cash.

At current prices, a single gold tooth can fetch as much as 500, depending on weight, size and carat.

Since launching in the UK in March 2009, Ounces to Pounds ([www.ounces2pounds.com](http://www.ounces2pounds.com)) have purchased over 1.2m worth of gold from the public

[sourcelink]

<http://c.moreover.com/click/here.pl?z2324754564&z=950240871>

[/sourcelink]