

CURRENCYSHARES BRITISH POUND STERLING TRUST

Form FWP

July 27, 2010

For financial professional use only. Do not distribute to the public

Currencies as

Currencies as

an Asset Class

an Asset Class

John

Labuszewski,

Moderator

Managing Director, Research & Product Development

CME Group

David

Fingold\*,

Panelist

Vice President and Portfolio Manager

Dundee Wealth

Carl

Resnick,

Panelist

Managing Director, Portfolio Strategist

Rydex|SGI

Luciano

Siracusano,

Panelist

Chief Investment Strategist

WisdomTree

Stuart

Thomas,

Panelist

Principal

Next Investments

Filed Pursuant To Rule 433

Registration Nos. 333-163068, 333-164343, 333-168005, 333-167459,

333-164342, 333-159961, 333-150687, 333-159964, 333-168006

The slides set forth below were presented in connection with the First Annual Alternative Strategies conference in Chicago, Ill

For financial professional use only. Do not distribute to the public  
Applications for Currency ETPs  
Applications for Currency ETPs  
Buying  
international  
stocks  
and

bonds  
inherently  
introduces  
some  
exposure  
to  
fluctuating currency values, which can significantly impact returns for U.S. investors.  
International  
Hedging  
Equipped  
with  
currency  
ETPs,  
investors  
can  
make  
calls  
on  
the  
future  
value  
of  
any  
given  
pair of currencies. For example, an investor who believes the U.S. dollar will weaken  
compared  
to  
the  
euro  
may  
choose  
to  
go  
long  
the  
CurrencyShares®  
Euro  
Trust,  
while  
an investor who thinks the euro is relatively overvalued may choose to short the trust  
instead.  
Speculation  
i.e.  
Popular  
Carry  
Trade,  
where  
investors  
profit  
on

the  
interest  
rate  
differential

between two currencies. A simple version of the trade can be achieved by purchasing a high-yielding currency ETP and shorting a low-yielding one.

Alpha  
Strategies

Just as investors diversify their international stock and bond portfolios to reduce risk, investors can also diversify their cash allocations.

Diversifying  
Cash

For financial professional use only. Do not distribute to the public

Benefits of Currency in an ETP Format

Benefits of Currency in an ETP Format

Accessibility

Transparency

Cost-effectiveness

Flexibility

Choice

Liquidity

Shares

of

each

CurrencyShares

Trust

may

not

be

suitable

for

all

investors.

The

value

of

the

shares

of

each

CurrencyShares

Trust

relates

directly

to

the

value

of

the

foreign

currency

held

by

the

particular

Trust.

This

creates

a

concentration

risk

associated

with

fluctuations  
in  
the  
price  
of  
the  
applicable  
foreign  
currency.  
Accordingly,  
a  
decline  
in  
the  
price  
of  
that  
currency  
will  
have  
an  
adverse  
effect  
on  
the  
value  
of  
the  
shares  
of  
the  
particular  
CurrencyShares  
Trust.  
Factors  
that  
may  
have  
the  
effect  
of  
causing  
a  
decline  
in  
the  
price  
of  
a  
foreign



currency  
include  
national  
debt  
levels  
and  
trade  
deficits,  
domestic  
and  
foreign  
inflation  
rates,  
domestic  
and  
foreign  
interest  
rates,  
investment  
and  
trading  
activities  
of  
institutions  
and  
global  
or  
regional  
political,  
economic  
or  
financial  
events  
and  
situations.  
Shares  
of  
each  
CurrencyShares  
Trust  
can  
be  
bought  
and  
sold  
through  
a  
broker;  
as  
such,

investors  
may  
be  
required  
to  
pay  
brokerage  
commissions  
in  
connection  
with  
a  
purchase  
or  
sale.  
There  
can  
be  
no  
assurance  
that  
an  
active  
trading  
market  
for  
the  
shares  
of  
any  
CurrencyShares  
Trust  
will  
develop  
or  
be  
maintained.  
For  
a  
more  
complete  
discussion  
of  
risk  
factors  
applicable  
to  
each  
CurrencyShares  
Trust,

carefully  
read  
the  
particular  
Trust's  
prospectus.

For financial professional use only. Do not distribute to the public

Source data: Charts created by Rydex\SGI

using data from Standard & Poor's, Bloomberg and FactSet.

This information is intended to be general in nature and should not be construed as investment advice nor a recommendation of

Correlations

displayed

are

based  
on  
past  
performance,  
which  
is  
no  
guarantee  
of  
future  
results.

The  
indices  
are  
unmanaged  
and  
not  
available  
for  
direct  
investment.

\*Rydex|SGI

offers funds with investment strategies similar to the referenced asset classes. However, performance presented is that of the re  
index

or  
indicator

and

not

that

of

any

Rydex|SGI

fund.

Correlation

(1/1/2000 through 6/30/2010)

Correlation

Correlation

1.00

0.14

-0.08

-0.04

Bloomberg 1-Month CD Index (cash)

1.00

-0.24

-0.22

Barclays Capital U.S. Aggregate

Bond Index

US Dollar

Index

S&P 500

Barclays  
Capital U.S.  
Aggregate  
Bond Index  
Bloomberg 1-  
Month CD  
Index (cash)  
US Dollar Index  
1.00  
S&P 500  
-0.02  
1.00

Currency has historically offered a low correlation to other asset classes like stocks and bonds, which in turn helps lower portfolio risk and boost overall returns.

For financial professional use only. Do not distribute to the public

Important Disclosure

Important Disclosure

**This**  
information  
must  
be

accompanied  
by  
a  
current  
prospectus.  
Please  
read  
the  
prospectus  
carefully  
before  
investing.  
The  
CurrencyShares  
Trusts  
are  
not  
investment  
companies  
registered  
under  
the  
Investment  
Company  
Act  
of  
1940  
or  
a  
commodity  
pool  
for  
purposes  
of  
the  
Commodity  
Exchange  
Act.  
**The**  
issuer  
has  
filed  
a  
registration  
statement  
(including  
a  
prospectus)  
with  
the



SEC  
for  
the  
offering  
to  
which  
this  
communication  
relates.  
Before  
you  
invest,  
you  
should  
read  
the  
prospectus  
in  
that  
registration  
statement  
and  
other  
documents  
the  
issuer  
has  
filed  
with  
the  
SEC  
for  
more  
complete  
information  
about  
the  
issuer  
and  
this  
offering.  
You  
may  
get  
these  
documents  
for  
free  
by  
visiting

EDGAR

on

the

SEC

web

site

at

[www.sec.gov](http://www.sec.gov)

or

by

visiting

the

Trust's

web

site

at

[www.CurrencyShares.com](http://www.CurrencyShares.com).

Alternatively,

the

issuer,

any

Authorized

Participants

or

any

dealer

participating

in

the

offering

will

arrange

to

send

you

the

prospectus

if

you

request

it

by

calling

toll

free

877.RYDEX34.

Please

read

the

prospectus

carefully

before

investing.

Each CurrencyShares®

ETP has a deposit account denominated in each of the nine currencies. Interest earned, if any, accrues daily. Interest remaining after trust expenses are paid, if any, and is distributed to shareholders on a monthly basis.

Each

of

the

CurrencyShares®

Australian

Dollar

Trust,

CurrencySharesS®

British

Pound

Sterling

Trust,

CurrencyShares®

Canadian

Dollar

Trust,

CurrencyShares®

Euro

Trust,

CurrencyShares®

Japanese

Yen

Trust,

CurrencyShares®

Mexican

Peso

Trust,

CurrencyShares®

Russian

Ruble

Trust,

CurrencyShares®

Swedish

Krona

Trust

and

CurrencyShares®

Swiss

Franc

Trust

(each

a

Trust  
and  
collectively,  
the  
Trusts )  
has  
filed  
a  
registration  
statement  
(including  
a  
prospectus)  
with  
the  
SEC  
for  
the  
offerings  
to  
which  
this  
communication  
relates.  
CurrencyShares  
®  
is  
a  
registered  
trademark  
of  
Rydex  
Holdings,  
LLC.  
Rydex  
Specialized  
Products,  
LLC,  
d/b/a  
Rydex|SGI,  
is  
the  
sponsor  
of  
each  
of  
the  
CurrencyShares  
Trusts.

Rydex Distributors, Inc., an affiliate of Rydex|SGI, is the distributor of each of

the CurrencyShares Trusts.  
CurrencyShares®  
Australian Dollar Trust **FXA**  
CurrencyShares®  
British Pound Sterling Trust  
FXB  
CurrencyShares®  
Canadian Dollar Trust **FXC**  
CurrencyShares®  
Swedish Krona  
Trust **FXS**  
CurrencyShares®  
Mexican Peso Trust **FXM**  
CurrencyShares®  
Euro Trust **FXE**  
CurrencyShares®  
Swiss Franc Trust **FXF**  
CurrencyShares®  
Japanese Yen Trust **FXY**  
CurrencyShares®  
Russian Ruble Trust **XRU**  
Contact us: 800.258.4332  
or visit  
[www.currencyshares.com](http://www.currencyshares.com)