



Monday 26 March 2007

MEDIA RELEASE

GOVERNOR-GENERAL LAUNCHES PERTH MINT TRIBUTE TO THE AUSTRALIAN SAS

Governor-General His Excellency Major General Michael Jeffery AC CVO MC today unveiled an Australian legal tender coin issued by The Perth Mint to mark the 50th anniversary of the Australian SAS.

Struck from 1oz of 99.9% pure silver in proof quality, the coin depicts SAS soldiers in action in a variety of operational contexts. The design, which includes coloured images and the words AUSTRALIAN SAS 1957-2007, also portrays the SAS badge incorporating the words WHO DARES WINS.

Speaking at today's launch, held at the SAS Regiment's headquarters in Swanbourne, Perth Mint Chief Executive Officer Ed Harbuz thanked the Governor-General, an Honorary Colonel and former Commander of the SAS, for his support.

"The Governor-General has been tremendously supportive from the outset of the plan to create an Australian legal tender commemorative for the SAS," he said. "His assistance, together with the invaluable advice we received from the SAS Association, helped The Perth Mint create a unique piece of Australian military memorabilia."

The Perth Mint will release just 7,500 SAS 50th anniversary commemoratives. Each coin, which portrays the Ian Rank-Broadley effigy of Her Majesty Queen Elizabeth II on the obverse, is accompanied by a numbered Certificate of Authenticity, guaranteeing its weight, purity and limited mintage.

Fifteen hundred coins have been specially packaged and reserved exclusively for the Australian Special Air Service membership, leaving just 6,000 coins in alternative presentation packaging available for collectors. "The exceptionally limited release means that collectors must act quickly to avoid the disappointment of missing out on this highly collectable tribute to the Australian SAS," Mr Harbuz emphasised.

Renowned as the 'eyes and ears' of the Australian Defence Force, the SAS was established on 25 July 1957. Universally recognised as one of the best special-forces units in the world, it has made many vital contributions in numerous international hotspots during the last 50 years, including Borneo, Vietnam, Somalia, Kuwait, East Timor, Afghanistan and Iraq, to name a few.

The new silver coin, which retails for \$78, is available from The Perth Mint on FREECALL 1800 098 817, through The Perth Mint Shop located at 310 Hay Street, East Perth, Australia Post outlets and leading coin distributors. Alternatively, collectors can purchase the coin via The Perth Mint's online store at www.perthmint.com.au

END

PICTURE EDITORS: Images of the Australian Special Air Service 50th Anniversary Coin can be downloaded from www.perthmint.com.au/gc/distributors/images.asp

Images of the official launch event, approved by the Department of Defence, can be downloaded from <http://www.defence.gov.au/media/index.cfm>

FURTHER INFORMATION:

Veronica Maguire, General Manager Minted Products, The Perth Mint

Tel (08) 9421 7252 Mobile 0412 114 208 Email veronica.maguire@perthmint.com.au