



“The desire of gold is not for gold.  
It is for the means of freedom and benefit.”

—Ralph Waldo Emerson

# THE SELECT FOUR

## The Select Four Portfolio Record

Our Select Four recommendations focus on four major coin areas we believe are most likely to see ongoing collector and dealer demand and potential future price increases. We have selected some of the choicest, sight-seen historically important coins available for our Select Four clients over the past five years. Some Select Four recommendations have experienced dramatic price increases, underscoring the ongoing demand for our coin recommendations.

The historically unique, incuse design of the Indian Head Quarter and Half Eagles have made these coins a perennial Select Four favorite among discerning collectors. Prices for the most rare coins in this series could soon rise beyond the reach of most collectors.

Our Portfolio Buying Team also selects certain modern day coins, which hold the highest potential to be future rarities. Some of our select date \$25 Gold Eagle recommendations have already become listed as rare in other dealer's inventories. We continue to recommend saving money by acquiring these today before further price rises.

Although past performance does not guarantee future results, clients who acted quickly on many of our past Select Four recommendations were thrilled to have saved significant money on acquisition costs before gold and rare coin prices began rising. With gold prices expected to rise further over the long-term, acting now could save you significant money.

## Do You Need A Coin Expert?

If you are a collector of rare United States coins, it is in your best interest to have a qualified expert on your team. Regardless of your level of passion for or knowledge of the coin markets, there is so much to know that having an expert in your corner gives you a much needed edge and added enjoyment when building your collection. Within the realm of rare United States coins, our Portfolio Buying Team is among today's top experts.

There are literally tens of thousands of different types and grades of coins available. With our expert team assisting you in sorting through the vast body of numismatic details, you could save precious time, travel, energy, security worries and money. If you are looking for experts you can trust, our reputation for customer satisfaction coupled with award-winning information makes us the perfect choice.

## What Is A Market Maker And Why Is It Important?

A “market maker” is anyone who is actively buying and selling a specific product while providing ongoing research and support to the markets and customer base for such product. Because we focus our activities in only four major areas of rare coins, out of the thousands available, we are able to provide meaningful and sustained support for the coins we recommend. Our specialized commitment is key to building long-term awareness, enjoyment and demand among dealers and collectors.

We continuously search for the most current information and research available on every single coin we recommend. We routinely make award-winning books, information and analysis available to collectors and investors on the history and market conditions of the coins we recommend, like the brand-new book, *Indian Gold Coins of the 20th Century, which received the Numismatic Literary Guild's Investment Book of the Year Award for 2010*. Over the years, we have placed thousands of copies of several award-winning books on Liberty Double Eagles and Indian Head Coins directly into the hands of active collectors and investors, which has created and energized awareness and demand for the coins we recommend. Promoting increased collector demand and long-term popularity for a specific product is the essence of being a market maker.

To build a coin collection of high quality and potential long-term appeal, contact our experienced team of professionals to find out how to become a Select Four program client. There are limited positions available at each level, so **call toll free at (800) 336.1630 today.**



FIRST FIDELITY RESERVE

- Providing outstanding acquisition strategies, timely in-depth numismatic analysis, and comprehensive consultation services to **clients nationwide for over 20 years.**
- **Our Select Four specializes in rare and certified United States gold coins** like Type II and Type III Liberty Double Eagles, Indian Head gold, and Gold American Eagle coins
- We serve as market-makers within the industry for all coins we recommend.
- **Secure value, grade and certification** for your Select Four purchases.
- **100% Customer Satisfaction Guarantee** for every transaction.
- **First Fidelity Reserve, Better Business Bureau Accredited** since 2002



# AREA I LIBERTY DOUBLE EAGLES

\* Populations based on February 2010 PCGS and NGC reports



The Type II and Type III Liberty Double Eagles are among the most popular, and in some select cases some of the most rare, of all United States gold coins. The Type II \$20 Liberty Double Eagles (1866-1876) have the distinction of being the first United States \$20 gold coins to bear the motto: "In God We Trust." About 95% of the originally issued Type II Liberty Double Eagles have been melted down. Of the surviving coins, a relatively scant certified population of approximately 32,235\* remain in grades of MS-60 and above. However, in grades of MS-62 and above, the Type II Liberty Double Eagles are downright elusive compared to both Type I and Type III Liberty Double Eagles, as well as \$20 Saint-Gaudens, with only about 4,778\* coins certified to date. In 1877, a minor design change to the reverse's dollar denomination resulted in the Type III Liberty Double Eagles (1877-1907) being created. Among all Type II and Type III Double Eagles, some of the most rare are the ones minted at the Carson City Mint. In recent

years, the heavily marketed release of the Type I Double Eagle hoard of coins recovered from the shipwrecked S.S. *Central America* stimulated awareness and demand for some of the comparatively more rare Type II and Type III Double Eagles, which sent prices trending higher. Additionally, tens of thousands of books on Type II and Type III Double Eagles, both of which received "Investment Book of the Year" awards from the Numismatic Literary Guild, have been placed directly in the hands of dealers and collectors, expanding the collector base and further galvanizing demand. Call your Account Representative to find out which of these historic coins is most likely to see future price increases. Acting now could save you money in completing your collection.

## Type II Liberty Double Eagles 1866-1876



Type II Liberty Double Eagles were the first to bear "In God We Trust" motto.

## Type III Liberty Double Eagles 1877-1907

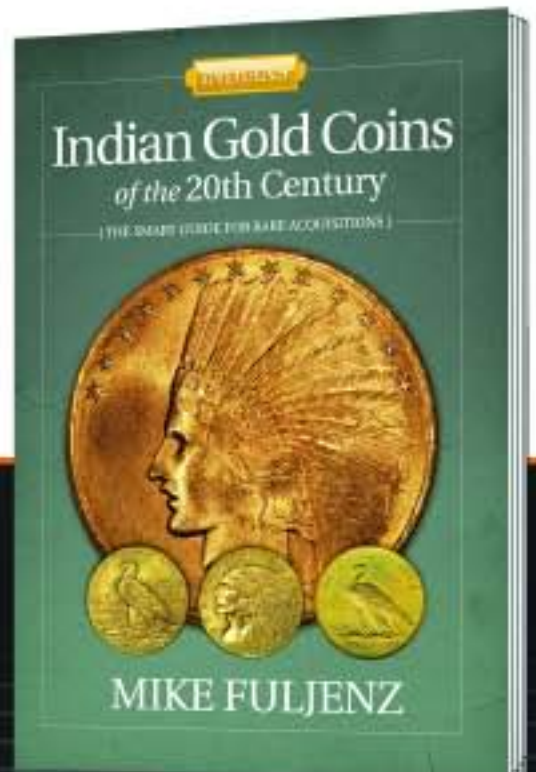


Type III Double Eagles changed reverse dollar denomination from "TWENTY D" to "TWENTY DOLLARS"

Coin images not to scale.

# AREA II INDIAN HEAD GOLD COINS

The second area in our Select Four comprises four Indian Head gold coins minted periodically from 1854-1933. The coins recommended in this area are the \$3 Indian Princess, the \$10 Indian Eagle, the \$5 Indian Half Eagle and the \$2.50 Indian Quarter Eagle. The Indian Quarter and Half Eagles were the only two of the four to feature the same design. Within the scope of United States coin collecting, especially in higher grade conditions, the \$3 Indian Princess and the \$5 Indian Eagle are considered "stopper" coins among collectors to completing the popular 12-piece gold type set. Because of their relative rarity, the absence of these coins potentially can "stop" a collector from completing a collection. The Indian Quarter and Half Eagle coins are the only ones in United States history to feature "incuse" devices (sunken rather than raised) on the coin's design, which has made these coins consistently popular among collectors. To learn more about adding U.S. Indian Head gold coins to your collection, call your Account Representative, while prices are still reasonable for specimens of the key dates among these historic coins. Be sure to ask how you can obtain a copy of the new 2010 award-winning book, *Indian Gold Coins of the 20th Century*, which received the NLG "Investment Book of the Year" award for 2010.



Coin images not to scale.



Popular Low Mintage Series  
\$3 Indian Princess



Augustus Saint-Gaudens Designed  
\$10 Indian Head Eagle



Popular Rare Incuse Design  
\$2.50 Indian Head Quarter Eagle  
and \$5 Indian Head Half Eagle

## AREA III RARE GOLD COMMEMORATIVES

In 2005, for the first time in our history, we expanded our top coin recommendations to include two rare and unique gold commemoratives: the 1915-S Panama-Pacific Exposition Quarter Eagle and the 1926 Sesquicentennial Independence Quarter Eagle. While they commemorate distinctly different events in U.S. history, they are the only two gold commemorative Quarter Eagles in U.S. history. By overall mintage and surviving population, these are two of the rarest coins we have ever recommended. As such, they are also considered "stopper" coins to acquiring the complete set of commemorative gold coins. For more information on acquiring these coins to add to your personal collection, contact your Account Representative today.



**1915-S Panama Pacific Exposition**  
\$2.50 Quarter Eagle Commemorative



**1926 Sesquicentennial Independence**  
\$2.50 Quarter Eagle Commemorative

*Coin images not to scale.*

## AREA IV \$25 GOLD AMERICAN EAGLES

In 1933, President Franklin Roosevelt suspended all United States gold coin production. In 1986, more than fifty years later, President Ronald Reagan authorized the United States Mint to once again begin producing non-commemorative legal tender gold coins and the American Eagle family of coins was born. As the first \$25 gold coin ever minted in United States history, the \$25 Gold Eagle is a cornerstone coin among Select Four recommendations. Virtually every single year since they were first minted, the U.S. Mint has typically minted fewer \$25 Gold Eagles than the other gold coins in the series. As a result, the \$25 Gold Eagle has already distinguished itself among collectors as a "modern day rarity." For more information on which select \$25 Gold American Eagles you should priority target for acquisition, contact your account representative today.

### TOP 9: \$25 GOLD AMERICAN EAGLES

Year	Mintage
<b>1991</b>	24,100
<b>1990</b>	31,000
<b>1996</b>	39,287
<b>1989</b>	44,829
<b>1988</b>	45,000
<b>2007</b>	47,002
<b>2001</b>	48,047
<b>1995</b>	53,474
<b>1992</b>	54,404



**1991 \$25 Gold American Eagle**

*Coin images not to scale.*

# 5 REASONS

TO BECOME A SELECT FOUR CLIENT TODAY

**Trusted Portfolio Experts.** Get the proven trust and experience of our Portfolio Buying Trust Team. With over 50 years of combined numismatic experience, our experts provide you with award-winning materials you need to keep you current with all aspects of the rare coin markets.

**Demand Today. Legacy Tomorrow.** Our market maker efforts and innovating book distribution strategies create ongoing education, awareness, and demand for Select Four coin types among collectors and investors today supporting the desirability of your collection for your heirs and the collectors of tomorrow.

**Expert Recommendations.** The artistically acclaimed Gold Eagles are essential to any estate collection of U.S. legal tender coins. For many collectors, the \$25 Gold Eagle is the key coin, having the lowest total mintage almost every year since 1986.

**Professional Buying Team.** Having a portfolio buying team in your corner ensures that you get advance word on important high-quality coins as they become available which could save you big money on a vital coin purchase while helping you fill those tough holes in your sets or collection.

**Specialized Collection Strategies.** With an expert in your corner, you'll learn the "inside track" strategies that have served our customers nationwide in building premier collections and completing sets, while acquiring some of the rarest, select Liberty Double Eagles, Indian gold coins and Commemorative gold coins available today.

# WHAT IS THE PORTFOLIO BUYING TEAM

Our Portfolio Buying Trust is a team of professionals with over fifty years of combined rare coin acquisition experience. The members of our Portfolio Buying Team personally inspect and hand-select each and every coin that goes into your portfolio from among the most elite coins available. By focusing our deep experience into specialized niches in the rare coin markets, we are able to select and acquire some of the finest coins available from within those areas. Our experience becomes an invaluable asset to you and provides reliable expert guidance at every turn on your coin collecting adventure to insure your experience is one of deep satisfaction.

Whether you are an avid or novice collector, one thing is true... no one likes to pay higher prices, if it can be avoided. In the past, our Portfolio Buying Team has established an impressive record for often recommending specific coins before their prices trend higher. Following their recommendations, you could potentially save thousands of dollars on your portfolio acquisitions, sometimes even on a single coin, while filling those tough holes in your sets or collection. Since our Portfolio Buying Team specializes in four targeted areas of rare U.S. coins, our seasoned team experience and inside track knowledge gives a distinct edge to your rare coin portfolio.

The **Select Four Program** offers collectors and investors double-play potential.

"... many experts recommend holding 5% to 25% of net asset value in tangible gold."

Portfolio diversification with physical gold is an essential strategy for success. Depending on your goals, experts routinely recommend holding 5% to 25% of net asset value in tangible gold. With gold prices already up over 370% since 2000\*, and expected to trend higher, owning gold in the form of select, rare gold coins means you could benefit from rising gold prices and from potential appreciation in their numismatic collector value on top of their base gold value. As a First Fidelity Reserve client, you have the benefit of having our portfolio buying team experts personally hand select rare gold coins that are added to your portfolio.

With First Fidelity Reserve's portfolio experts on your team, collectors and investors can **lock in their own personal Select Four portfolio** position before gold prices could rise even further!

\*as of January 2011



Executive \$5,000 Presidential \$25,000 Directors \$50,000 Chairman \$100,000 Pinnacle \$1,000,000

Don't wait! Secure Your Portfolio Today!  
Call (800) 336.1630  
www.FirstFidelityReserve.com

It's time to secure your

## Select Four Portfolio!



Call (800) 336.1630 or visit us online at  
www.FirstFidelityReserve.com



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First Fidelity Reserve does not recommend financing any purchase or spending more than you can afford to lose if your investment goes down in value. Numismatic purchases are affected, in part, by economic and market conditions. While First Fidelity Reserve's competitive pricing, margins and market strategy approach the market with specific attention to the areas we recommend, we impress upon the customer to perform his or her own due diligence in deciding on the amount and type of their numismatic position and independently verify all representations. (4) As with all investments, the value of the coins could go up or down. First Fidelity Reserve and its representatives do not offer any implied or assumed promises. (5) First Fidelity Reserve considers coin collecting and investment to be a mid to long term investment. As with all investments, past performance is not a guarantee of future returns. Further, you understand the coin market is speculative and unregulated and you could lose money if you have to sell these coins in the short run, say a year or two. First Fidelity Reserve recommends a hold time of five to ten years or more. While offering no guarantee of growth in any time frame, First Fidelity Reserve wants the customer to understand that holding numismatic coins shorter than the recommended hold time could result in losses, while longer holding periods, such as 5-10 years or more increase the chances a coin's value can rise. (6) Our 100% Satisfaction Guarantee is: If you are not 100% satisfied with your purchase, you may return it in its original packaging within fifteen (15) days of receipt for a full refund except on special orders or bullion orders. (7) Other returns of numismatic items may be subject to restocking fee of up to 20%. (8) Our policy is that payments for refunds on coins received and confirmed for liquidation will be processed in 10-15 business days unless specified otherwise by management in writing. (9) Although many areas of numismatics lend themselves to third party grading and authentication, third party certification does not eliminate all risks associated with the grading of coins. (10) Arbitration: First Fidelity Reserve strives to handle customer complaint issues directly with customer in an expeditious manner. In the event an amicable resolution cannot be reached, you agree to accept binding arbitration. Any dispute, controversy, claim or disagreement arising out of or relating to transactions between you and First Fidelity Reserve shall be resolved by binding arbitration pursuant to the Federal Arbitration Act and conducted in Beaumont, Jefferson County, Texas. It is understood that the parties waive any right to a jury trial. Judgment upon the award rendered by the Arbitrator may be entered in any court having jurisdiction thereof. (11) In order to stay abreast of changing market conditions, First Fidelity Reserve may contact you from time to time regarding items of interest. (12) All phone conversations between you and First Fidelity Reserve are recorded. (13) All transactions and communication between First Fidelity Reserve, its employees, and you are only conducted through First Fidelity Reserve business address and business telephone numbers. (14) You understand and acknowledge First Fidelity Reserve employees cannot receive gifts from customers. (15) You understand it is your responsibility to contact the First Fidelity Reserve customer Service Hotline and speak with a manager regarding any issues or complaints that you may have. The toll free First Fidelity Reserve Customer Service Hotline is 877-877-2256. (16) Some experts recommend that in typical times, a diversified investor's portfolio contain a rare coin and precious metals component of 5% minimum to 25% maximum. Customers should not look at our written materials or our recommendations as giving personalized legal or investment advice. (17) Coin values are constantly changing and estimated verbal indications of value may vary due to multiple factors. The company cannot be responsible for any indications used for valuation and purchasing of customer coins unless its offer is in writing and confirmed according to the company's policies and procedures. (18) You understand and acknowledge all transactions between you and First Fidelity Reserve are processed in Jefferson County, Texas. (19) Reproduction or quotation of this newsletter is prohibited without written permission of First Fidelity Reserve. 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