

**FORM 6-K**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**Report of Foreign Private Issuer**

**Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934**

For the month of September 2010  
Commission File Number 1-31318

**Gold Fields Limited**

(Translation of registrant's name into English)

150 Helen Rd.  
Sandown, Sandton 2196  
South Africa

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F...x... Form 40-F.....

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes ..... No ..x...

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

**GOLD FIELDS**

# MEDIA RELEASE

## GOLD FIELDS GUIDANCE FOR SEPTEMBER QUARTER 2010

**Johannesburg, 23 September 2010** - Gold Fields Limited (Gold Fields) (JSE, NYSE, NASDAQ Dubai: GFI) has announced that attributable Group production for the September quarter 2010 is expected to be about 906,000 oz.

Total cash cost is expected to be approximately US\$715/oz and notional cash expenditure (NCE) about US\$1,020/oz. NCE is in line with the higher capital expenditure planned for the September and December quarters of 2010. Costs in South Africa during the September quarter were also impacted by the winter electricity tariffs. The guidance is based on an exchange rate of US\$/R7.35 and A\$/US\$0.88.

Nick Holland, Chief Executive Officer of Gold Fields, said: "We are pleased with the progress we have made during the September quarter and are on track to achieve our annual guidance for the 12 months to end-June 2011."

Gold Fields' September quarter results will be published on Thursday, 4 November 2010.

ends

### Notes to editors

#### About Gold Fields

Gold Fields is one of the world's largest unhedged producers of gold with attributable production of 3.5 million gold equivalent ounces per annum from nine operating mines in South Africa, Ghana, Australia and Peru. Gold Fields also has an extensive growth pipeline with both greenfields and near-mine exploration projects at various stages of development. Gold Fields has total attributable gold equivalent Mineral Reserves of 78 million ounces and Mineral Resources of 281 million ounces. Gold Fields is listed on JSE Limited (primary listing), the New York Stock Exchange (NYSE), the NASDAQ Dubai Limited, the Euronext in Brussels (NYX) and the Swiss Exchange (SIX).

Gold Fields Limited  
Reg. 1968/004880/06  
150 Helen Road,  
Sandown, Sandton,  
2196

Postnet Suite 252  
Private Bag X30500  
Houghton, 2041  
South Africa

Tel +27 11 562-9700  
Fax+27 11 562-9838  
[www.goldfields.co.za](http://www.goldfields.co.za)

### Enquiries

#### Investor Enquiries

Willie Jacobsz  
Tel +508 839-1188  
Mobile +857 241-7127  
email [Willie.Jacobsz@gfexpl.com](mailto:Willie.Jacobsz@gfexpl.com)

Nikki Catrakilis-Wagner  
Tel +27 11 562-9706  
Mobile +27 (0) 83 309-6720  
email [Nikki.Catrakilis-Wagner@goldfields.co.za](mailto:Nikki.Catrakilis-Wagner@goldfields.co.za)

#### Media Enquiries

Sven Lunsche  
Tel +27 11 562-9763  
Mobile +27 (0) 83 260 9279  
email [Sven.Lunsche@goldfields.co.za](mailto:Sven.Lunsche@goldfields.co.za)

## Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**GOLD FIELDS LIMITED**

Date: 23 September 2010

By:

A handwritten signature in dark ink, appearing to read "Willie Jacobsz", written in a cursive style.

Name: Mr W J Jacobsz  
Title: Senior Vice President: Investor  
Relations and Corporate Affairs