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**New York Times Bestselling Author David Bach Jumps to #1 Most Downloaded Book on Amazon Kindle and at the eBook Store from Sony for Earth Day 2008 With Breakthrough Eco-Finance Book *Go Green, Live Rich***

***--Financial Guru's Guide Offers Tips for Going Green and Saving Money - People All Shades of Green React with Overwhelming Support--***

New York, NY - April 23, 2008 – **David Bach**, the eight-time consecutive national bestselling author, reached new heights yesterday as his groundbreaking book *Go Green, Live Rich: 50 Simple Ways to Save the Earth (and Get Rich Trying)* (Broadway Books), reached the #1 ranking as most downloaded book on Earthday on Amazon Kindle, Amazon.com's portable wireless reading device, and at the eBook Store from Sony.

In keeping with the runaway success of Bach's preceding books, *Go Green, Live Rich* has quickly become an instant bestseller on the *New York Times* and *Wall Street Journal's* bestseller lists since its debut on April 8<sup>th</sup>. Whether it's learning to save money by using a power strip or how to make money by investing in green companies, Bach offers readers 50 simple steps that put the ka-ching back in the green, showing people they *can* balance their financial and environmental motivations.

"This book is my passion in print. After having my own green revelation, I want to share with everyone that living green is important, attainable and definitely affordable," said David Bach. "The success of *Go Green, Live Rich* demonstrates that people care about the environment and are beginning to embrace the fact that going green is not a luxury people can't afford but a lifestyle that makes sense for their personal finances as well as the planet."

As part of the book launch campaign, Bach partnered with Waterkeeper Alliance and Gaiam, Inc. in a charitable initiative to benefit the environment. For each book purchased on line, Bach donated one dollar to the Waterkeeper Alliance and Gaiam, Inc. planted one tree for the first thousand books sold. The April online campaign has been so successful, David Bach is extending the donation time to benefit Waterkeeper throughout the end of the month. For more information, check out [www.greengreen.com](http://www.greengreen.com).

Bach, originator of the Latte Factor®, introduces the concept of the Litter Factor™ in this new book as a way to further engage conscious consumers by demonstrating how every little thing we do adds up to have an impact on both our wallets and the environment. *Go Green*

*Live Rich* has already been featured nationally on the “Today Show,” “Live with Regis and Kelly” and in USA Today, as well as on major green Web sites and blogs such as Treehugger.com, PlanetGreen.com and Sprig.com.

*Go Green. Live Rich* is available in major retail outlets nationwide including Barnes and Noble and Borders, as well as online at Amazon.com and on Amazon Kindle and at the eBook Store from Sony.

#### **About David Bach:**

David Bach has helped millions of people around the world take action to live and finish rich. The founder and Chairman of FinishRich Media, a company dedicated to revolutionizing the way people learn about money, he is the author of eight consecutive national bestsellers, including the consecutive # 1 *New York Times* bestsellers, *The Automatic Millionaire* and *Start Late, Finish Rich*, as well as the national and international bestsellers *The Automatic Millionaire Homeowner*, *Smart Women Finish Rich* and *Smart Couples Finish Rich*. In all, his FinishRich books have been published in more than fifteen languages, with more than five million copies in print worldwide.

As part of his mission, David Bach is involved with many worthwhile causes including Waterkeeper Alliance, to whom he is donating a portion of the proceeds from *Go Green, Live Rich*. He also serves on the board of Habit for Humanity New York and co-founding Makers of Memories, a charity organization dedicated to helping women and children who are victims of domestic violence. He lives in New York. Visit his websites at [www.finishrich.com](http://www.finishrich.com) and [www.greengreen.com](http://www.greengreen.com).