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Contact: Liz Dougherty

FinishRich Media

212-941-4305

liz@finishrich.com

**WESTWOOD ONE AND #1 BESTSELLING AUTHOR
DAVID BACH
LAUNCH *THE FINISHRICH MINUTE*[™]
DAILY RADIO BROADCAST**

Inspiring Listeners Nationwide to
Live and Finish Rich

New York, NY – October 2, 2006 – Fresh off the heels of his latest # 1 bestseller, *The Automatic Millionaire Homeowner*, America's favorite money coach David Bach takes to the air waves Oct. 2 to host a new, daily 60-second radio program. Based on the winning Finish Rich wisdom already embraced by millions who have listened to Bach's message and heeded his advice, *The FinishRich Minute* will air on Westwood One Radio Networks and will be broadcast across over 1,000 stations nationwide.

Each 60-second tip will provide an educational, inspirational and actionable nugget of financial advice, based on the goldmine of information found in all of his eight bestselling books. Delivered succinctly by Bach himself and with a specific call to action, each daily tip has the potential to make a huge impact. "Just the right piece of advice at just the right time can change your life!" says Bach. "This radio program will help me reach busy listeners who just might need that nudge, a friendly reminder, or daily reinforcement in order to start making small changes that will lead them to build and maintain financial wealth for years to come, ultimately transforming their lives."

"With his seven consecutive national bestselling books on money, his online column and numerous TV appearances, David Bach is the voice that America listens to for financial advice," said Max Krasny, Westwood One EVP, Programming. "For David to take his message to radio, where listeners could really benefit from his take-charge, take-action advice on money and life, is truly a natural fit."

Sally and Dan Eggleston, who were coached by Bach as part of The Debt Diet Series on *Oprah*, are great examples of real people Bach has coached to change their life financially.

"David, has given us the confidence to get out of debt, make more money—and get our lives back on track financially," said Sally. "Before we met David, we were on the verge of bankruptcy, and in less than six months we've cut our debt in half, increased our

income by over 15 percent, and gone from twelve credit cards down to three. His coaching has truly changed our lives.”

The FinishRich Minute is sponsored by Wells Fargo Home Mortgage, who has teamed up with FinishRich Media to inspire, educate and enable consumers through The Great American Homeowner Challenge™. The Challenge is a three-year, financial literacy effort designed to educate millions about the power of homeownership.

“We’re excited about sharing David’s expertise with radio audiences around the country,” said Cara Heiden, division president of Wells Fargo Home Mortgage. “His advice on building wealth through homeownership is both practical and inspirational, and Wells Fargo is proud to be able to bring these messages to consumers everywhere.”

Listeners of *The FinishRich Minute* will be invited to visit DavidBach.com where they can find archived radio transcripts and other resources to help them live and finish rich.

About David Bach, FinishRich Media

The founder and chairman of FinishRich Media, a company dedicated to revolutionizing the way people learn about money, Bach is the author of seven consecutive bestselling books, including two #1 *New York Times* business bestsellers, *Start Late, Finish Rich* and *The Automatic Millionaire*, as well as the national bestsellers *The Automatic Millionaire Homeowner*, *Smart Women Finish Rich*, *Smart Couples Finish Rich*, *The Finish Rich Workbook*, and *The Automatic Millionaire Workbook*. In all his FinishRich books have been published in more than 15 languages, with more than 5 million copies in print in the U.S. alone. Currently featured on Oprah’s series, America’s Debt Diet and a featured contributor and columnist for Yahoo! Finance, Bach is also the creator of the FinishRich Seminar Series, which highlights his quick and easy-to-follow financial strategies, and which has been taught to more than a million people worldwide. For more information, visit www.finishrich.com.

About Wells Fargo Home Mortgage

Wells Fargo Home Mortgage is the nation’s No. 1 retail mortgage lender and a leading servicer of home mortgages.* As a division of Wells Fargo Bank, N.A., it has a local presence in more than 2,400 mortgage stores and bank branches, plus the capabilities to serve the home financing needs of customers nationwide through its call centers, Internet presence and wholesale lending operations. Wells Fargo Home Mortgage services loans for 7.5 million servicing customers.

*Based on year-end 2005 statistics compiled by Inside Mortgage Finance - Feb. 17, 2006

About Westwood One

Westwood One (NYSE: WON) provides over 150 news, sports, music, talk, entertainment programs, features and live events. Through its subsidiaries, Metro Networks/Shadow Broadcast Services, Westwood One provides local content to the radio and TV industries including news, sports, weather, traffic, video news services and other information. SmartRoute Systems manages traffic information centers for state and local departments of transportation, and markets traffic and travel content to wireless, Internet, in-vehicle navigation systems and voice portal customers. Westwood One serves more than 5,000 radio stations. Westwood One is managed by CBS Radio. For more information visit www.westwoodone.com.

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