

## Westwood One Announces The FinishRich Minute Hosted by Best-Selling Author David Bach



- Daily Financial Feature Airs on More Than 1,000 Stations Nationwide -

NEW YORK, Oct. 5 /PRNewswire-FirstCall/ -- Westwood One (NYSE: **WON**) announced today the debut of The FinishRich Minute, hosted by best-selling author of The Automatic Millionaire Homeowner, David Bach. The daily, 60-second feature debuted October 2, 2006 and features an educational, inspirational and actionable piece of financial advice from one of Bach's seven best-selling books.

"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. "We are excited to take David's message to radio, where listeners could really benefit from his take-charge, take-action advice on money and life. It is truly a natural fit."

"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."

The FinishRich Minute is sponsored by Wells Fargo Home Mortgage. "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."

David Bach is the author of seven consecutive national bestsellers, including two consecutive #1 New York Times bestsellers, Start Late, Finish Rich and The Automatic Millionaire. Bach carries the unique distinction of having had four of his books appear simultaneously on the Wall Street Journal, BusinessWeek, and USA Today bestseller lists. In all, his FinishRich Books have been published in more than 15 languages, with more than five million copies in print worldwide. Bach's most recent book is the #1 bestseller, The Automatic Millionaire Homeowner which has already sold more than a million copies since the book launched in March 2006. His breakout book The Automatic Millionaire was the #1 Business book of 2004, according to Business Week. It spent fourteen weeks on the New York Times bestseller list and was simultaneously number one on the bestseller lists of the New York Times, Business Week, USA Today, and the Wall Street Journal. Bach is regularly featured on television and radio as well as in newspapers and magazines. He has appeared on The Oprah Winfrey Show and continues as a featured money coach on the show's hit series, America's Debt Diet. He has been a regular contributor to CNN's American Morning and has appeared frequently on ABC's The View, NBC's Today and Weekend Today shows, CBS's Early Show, Fox News Channel's The O'Reilly Factor, CNBC's Power Lunch, CNNfn, and MSNBC and The Big Idea with Donny Deutsch among others. He is a featured contributor and columnist at Yahoo!, where his column "The Automatic Millionaire with David Bach" appears biweekly. David

Bach is the creator of the FinishRich(R) Seminar series, which have been taught in more than 2,000 cities throughout North America by thousands of financial advisors. He is the founder and Chairman of FinishRich Media, a company dedicated to revolutionizing the way people learn about money. Prior to founding FinishRich Media, he was a senior vice president of Morgan Stanley and a partner of The Bach Group, which during his tenure (1993 to 2001) managed more than half a billion dollars for individual investors.

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 please visit <http://westwoodone.com>.

SOURCE Westwood One, Inc.

---

**Related links:**

- <http://www.westwoodone.com>
- 

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996-2006 PR Newswire Association LLC. All Rights Reserved.

A United Business Media company.