

FINISHRICHmedia

LIVE RICH.FINISH RICH.

Contact: David Drake, Doubleday Broadway Publishing Group (212) 782-9001
Contact: Unity Stoakes, FinishRich Media (212) 941-4313
Contact: Kevin Waetke, Wells Fargo Home Mortgage (515) 213-5960

David Bach, the #1 *New York Times* bestselling author of *The Automatic Millionaire* and *The Automatic Millionaire Homeowner* and Wells Fargo Home Mortgage, the nation's #1 retail mortgage lender*, announce a multi-million dollar financial literacy campaign to inspire ten million to purchase a home in the next three years

THE GREAT AMERICAN HOMEOWNER CHALLENGE™

Initiative includes free educational events in 15 U.S. cities, 100 free workshops nationwide, building homes with Habitat for Humanity, and contest with \$250,000 grand prize

New York, NY - In conjunction with the publication of his new book, *The Automatic Millionaire Homeowner*, #1 national bestselling author and popular financial coach David Bach and "Founding Sponsor" Wells Fargo Home Mortgage have created "The Great American Homeowner Challenge" (The Challenge), a three-year, multi-million-dollar financial literacy initiative. The Challenge is focused on educating millions about the power of homeownership – to help renters overcome barriers that stand in the way of buying and to inspire homeowners to explore opportunities to build additional wealth through the purchase of additional homes.

"I believe that the secret to financial independence and security in America is homeownership, and that buying a home is the single most important investment that anyone can make in their lifetime," said Bach. "My mission is to inspire and empower 10 million people to build wealth through homeownership and give them the education and confidence they need to get started. Wells Fargo Home Mortgage, which has the largest retail network of mortgage consultants in the nation, will help me take this mission to the streets of America."

Cara Heiden, division president of Wells Fargo Home Mortgage, and her management team have created a comprehensive, nationwide educational component. "We are passionately aligned with David and know that purchasing a home is a big decision. It is a financial commitment and an emotional one," Heiden said. "Our more than 11,000 Wells Fargo Home Mortgage consultants, in neighborhoods across the nation, are committed to reaching renters and all homebuyers, and to helping them understand how it is possible for them to buy a home. The outreach will include product and process education that will enable dreams to be fulfilled and goals reached through homeownership."

- more -

*Based on yearend 2004 statistics by *Inside Mortgage Finance* 2/18/05

Free Financial Literacy Events Launch The Challenge Across America

Over 30,000 people are expected to attend free educational events in 15 major cities in 2006. David Bach will give seminars to arm consumers with the information they need to buy a home and build wealth through homeownership. Each event will conclude with a homeownership fair where attendees will have the opportunity to have their individual questions answered by mortgage consultants from Wells Fargo and obtain a free copy of David Bach's new book. In March and April, these events will take place in large-capacity venues in New York, Seattle, San Francisco, Los Angeles, Phoenix, Houston, Dallas, Boston, Philadelphia, Baltimore, Chicago, Denver, Atlanta and Orlando (see list of events attached). A 15th city will be added to the tour and will include satellite transmission. That addition will be scheduled to coincide with the release of a Spanish language edition of *The Automatic Millionaire Homeowner*. For live event information and registration, go to www.finishrich.com or www.wellsfargo.com/challenge.

Taking The Challenge Literacy Campaign to the Local Level

For those without access to Bach's live events, Wells Fargo Home Mortgage is scheduling over 100 additional educational workshops across the nation, each of which will be kicked-off by an exclusive video introduction by Bach. Says Cara Heiden "'Inspire, Educate, Enable' is our Challenge mantra. David supplies the inspiration and motivation for renters to become homeowners, and together we will supply the education." For Workshop registration: www.wellsfargo.com/challenge.

Contest to Win \$250,000 for a Home Purchase—Many Additional Prizes

The *Take The Challenge* 2006 Essay Contest invites current and future homeowners to submit brief essays on topics related to homeownership. "The objective of the essay contest is to collect stories that will inspire millions of others," Bach explains. Wells Fargo will award the grand prize winner up to \$250,000, after taxes, towards a home purchase. More than 80 additional prizes will be awarded to contestants in the months leading up to the December 31, 2006 contest deadline. The contest will be judged by a panel of independent real estate industry experts chaired by Bach and the grand prize winner will be announced in early March 2007. To enter: www.finishrich.com/win250 or www.wellsfargo.com/challenge.

Homes for Habitat for Humanity—A Challenge Focus

In keeping with David Bach's belief in the critical importance of giving back to others, Bach will, as part of The Challenge, donate \$120,000 to Habitat for Humanity - New York City. He and his FinishRich team will work with Habitat for Humanity - NYC to restore a five-story, multi-unit apartment building in the financially challenged Mott Haven section of the Bronx. Wells Fargo, which has contributed \$35 million in loans and grants to Habitat affiliates since 1993 and is its largest volunteer supplier, will sponsor building of housing in many of the Live Event cities.

Yahoo! Finance Relationship—An Online Community

Yahoo! Finance is serving as the online media sponsor for The Challenge and is launching a David Bach micro-site on February 21, 2006. The site will offer readers exclusive excerpts from Bach's *The Automatic Millionaire Homeowner* for a two-week period in advance of the book's publication, providing Yahoo! users with a unique sneak preview. In addition, Bach has recorded 4 audio podcasts available exclusively on the Yahoo! Finance micro-site.

#

For more information, visit www.finishrich.com

About David Bach and 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 six consecutive national bestselling books, including two # 1 *New York Times* business bestsellers, *Start Late, Finish Rich* and *The Automatic Millionaire*, as well as the national and international bestsellers *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 4 million copies in print in the U.S alone. Currently a featured contributor and columnist at Yahoo.com, 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 750,000 people nationwide.

About Wells Fargo Home Mortgage

Celebrating its centennial year, Wells Fargo Home Mortgage is the nation's No. 1 retail mortgage lender* and one of the country's leading servicers 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 retail and wholesale lending operations. Wells Fargo Home Mortgage services loans for 5.7 million customers in all 50 states from its base of operations in Des Moines, Iowa.

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

About Habitat for Humanity – New York City

Habitat for Humanity – New York City transforms lives and our city by uniting all New Yorkers around the cause of decent, affordable housing for everyone. With the help of more than 10,000 volunteers every year, Habitat-NYC has built more than 150 affordable homes in Brooklyn, the Bronx, Queens and Manhattan.