

NEWS RELEASE

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**DONALD TRUMP AND ROBERT KIYOSAKI JOIN FORCES
TO LAUNCH NEW BOOK:
*WHY WE WANT YOU TO BE RICH — TWO MEN • ONE MESSAGE***

**Concern Over the Nation's Financial Future Inspires World-Class Businessmen to Share
Their Greatest Wealth: Know-How and Experience**

NEW YORK – September 1, 2006 – *New York Times* best-selling authors Donald J. Trump and Robert Kiyosaki have announced that their new book, *Why We Want You To Be Rich — Two Men • One Message*, will be in bookstores on October 10, 2006. Through this book, Trump and Kiyosaki, successful businessmen, entrepreneurs, authors and two of the most sought-after speakers in the country, have teamed up to tout financial education as the critical key to solving the money problems of the individual, the nation and the world.

In *Why We Want You To Be Rich — Two Men • One Message*, Trump and Kiyosaki take an alternative approach by not writing a conventional how-to-book on investing money to secure one's financial future. Instead, the book gives insight to the reader on how the authors think, why they win financially, and how they see the world of money, business and investing. Through the eyes and experiences of Trump and Kiyosaki, the reader gains knowledge on how to improve their financial future.

Donald Trump comments, "The rich are getting richer but America is getting poorer. The middle class is disappearing and America is becoming a two-class society. Soon you will be either rich or poor. We want you to be rich and are offering our readers the financial education they need to achieve that goal."

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Robert Kiyosaki says, “You can give a man a fish and feed him for a day — or teach him to fish and feed him for a lifetime. Donald and I are concerned about the lack of quality financial education in America at all levels.” He adds, “We blame insufficient financial education for the fact that the United States has gone from the richest country in the world to the biggest debtor nation in history. Through this book, we deliver – to those who choose to have rich and rewarding lives – the tools to do so.”

Among the topics covered in the book are:

- **The Shrinking Middle Class** ... a new opportunity to choose to be among the rich instead of the poor;
- **The Entitlement Mentality** ... a national epidemic that creates people who expect their countries, employers, or families to take care of them. This prevalent attitude is weakening the U.S. and will have global repercussions;
- **Defining Moments** ... how Donald Trump and Robert Kiyosaki have used life’s lessons, how they’ve trained themselves to see opportunities — and how you can, too;
- **Financial Literacy** ... why the road to mastery over your finances, your future and your life begins with education;
- **Money** ... how money alone won’t solve the problems we face.

Trump and Kiyosaki focus on how people can take action in their lives that will lead to financial independence so they can contribute to solutions ... as opposed to magnifying the problems the entitlement mentality has created.

While each of the authors could have written a book on this subject, they chose to collaborate on a book because of their shared passion for teaching and their mutual desire to bring emphasis to the importance of financial education. In support of that belief, they have designated a portion of the profits from this book to be donated to charitable and educational organizations that support financial education.

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Why We Want You To Be Rich — Two Men • One Message was written so the reader can hear the voices of two men, from two different backgrounds, with two different perspectives, conveying one distinct message: Financial education is critical to the future of our world. Trump and Kiyosaki believe that everyone has the right to make choices, to take action, and to initiate change in their life; they can choose to be rich or poor. And now is the time to choose.

About Donald Trump

Donald J. Trump is the very definition of the American success story. A graduate of the Wharton School of Finance, his real estate developments are the most prestigious of addresses nationally and internationally. Among them are the world-renowned Fifth Avenue skyscraper, Trump Tower, Trump Park Avenue, the historic Mar-a-Lago Club in Palm Beach and the Palm Trump International Hotel & Tower in development in Dubai. His four award-winning golf courses, and one soon to be developed in Scotland, reflect his passion for golf. As the Emmy-nominated star and co-producer of the reality television hit show, *The Apprentice*, and author of seven bestsellers, he is truly a media giant.

About Robert Kiyosaki

Robert Kiyosaki, author of *Rich Dad Poor Dad*, the international runaway bestseller, is an investor, entrepreneur specializing in mining and real estate, as well as an educator whose perspectives on money and investing fly in the face of conventional wisdom. *Rich Dad Poor Dad*, published in 1997, has held a top spot on the famed *New York Times* best sellers list for nearly six years. Translated into 46 languages and available in 97 countries, the Rich Dad series has sold over 26 million copies worldwide and has dominated bestsellers lists across Asia, Australia, South America, Mexico, South Africa, and Europe. Robert Kiyosaki has, virtually single-handedly, challenged and changed the way tens of millions, around the world, think about money.

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