

FOR IMMEDIATE RELEASE

For more information, contact:
Tara Gilbride, 212-572-2872
tgilbride@randomhouse.com

***Bestselling author reveals why mutual fund investing makes no sense,
presents revolutionary investing strategy that works
whether the market is up or down***

“Finally, an investment book that’s easy to understand and actually works in the real world. *Payback Time* will make a lot of people very, very rich!”

--T. Harv Eker, author of the New York Times #1 bestseller, *SECRETS OF THE MILLIONAIRE MIND*

“There's never been a better time than NOW to start over and finish rich! Recessions make millionaire and Phil Town's strategy for stockpiling wealth in the stock market is a fantastic vehicle for achieving that goal. You'll realize when you read this--that it is still possible to recapture your dreams of a richer, better future.”—David Bach, #1 New York Times Bestselling author of *Start Over, Finish Rich* and *The Automatic Millionaire*

“Masterful in its insights...brilliant in its simplicity and practicality! With uncompromising clarity, Phil Town exposes the truth about how poorly mutual fund managers perform, then proceeds to teach a very precise methodology for finding, evaluating, and investing in valuable businesses.”

--Tony Martinez, Founding Partner, Wealth Without Risk, LLC

“An incredible book that will teach you how to achieve financial independence faster than you ever thought possible.”

--Brian Tracy, President, Brian Tracy International

Payback Time

Making Big Money is the Best Revenge

by Phil Town
On sale March 2, 2010; Crown

Contrary to what you might think, the time has never been better for making millions in the stock market, says bestselling author Phil Town. In fact, there are plenty of opportunities during volatile markets to reach 20%+ returns. But as Town outlines in **Payback Time: Making Money is the Best Revenge** (*Crown Business March 2, 2010*), to achieve financial freedom, individuals need to take matters into their own hands and break away from the clutches of mutual funds and managed IRAs and 401k plans. In this eye-opening new book, Town reveals that the financial-services industry has duped millions, not least by promoting the efficacy of mutual funds. "These days," says Town, "it's more imperative than ever to learn how to take charge of your investments." **Payback Time** is the first book to spell out how an investing-neophyte can do just that long term -- even in markets that beat up on seasoned pros.

Phil Town isn't your typical Wall Street investment guy. An ex-Green Beret and former river guide, he's a self-made millionaire several times over and one of America's most widely sought-after investing speakers. The strategy he advocates, “**stockpiling**,” was first promoted by legend Ben Graham, but is used today by everyone from Warren Buffett to Carlos Slim. Best of all, it awards

an edge to small investors. As has been often pointed out in investing literature, 96% of fund managers can't equal the historical market average return of 8% per annum, which begs an obvious question: Why hitch your wagon to a half-blind mule that's going to walk over a cliff (and worst of all, this particular mule takes 1-2% a year in fees for his services, reducing your lifetime nest egg by as much as 60%!)?

Town's alternative is a step-by-step strategy for buying a business at a discount. *Payback Time* is full of takeaways and action items that include:

- **Buy a business, not a stock** You need to you treat owning shares of public stocks no differently from owning a piece of a business....we shouldn't buy a business for even ten minutes unless we're willing to own it for the next ten years
- **Why Mutual Fund Investing Makes No Sense** – you've been systematically brainwashed out of your rightful retirement by the very system into which you're putting your trust
- **Eight Baby Steps to Wealth** – the essence of stockpiling is to turn a down price into an up
- **Free Money with a Berky** -- if you regularly take money from your paycheck and put it into an account allocated for long-term investment, you have a Berky (named in honor of the original Berky, Berkshire Hathaway). When you think about a Berky, think: "recurring money."
- **Three Ms Equal No-Risk Investments:** Buy shares only if a company has great *Meaning* to you, has a big *Moat* (i.e., protected from competition, durable and profitable); and is owner-oriented with *Management* that's dedicated, passionate, and honest *Management*

Perhaps most important, Town teaches the counterintuitive lesson that a plummeting stock market often offers the best environment to get rich.

ABOUT THE AUTHOR: Each year Phil Town addresses audiences numbering in the hundreds of thousands. He has shared the stage with such respected public figures as Bill Clinton, Colin Power, and Rudy Giuliani, and appears frequently on MSNBC and CNBC as an investing expert. His first book, *RULE #1*, was a #1 *New York Times* bestseller. Currently, he lives in Jackson Hole, Wyoming.

PHIL TOWN IS AVAILABLE FOR INTERVIEWS UPON REQUEST

For more information, go to www.paybacktimebook.com

PAYBACK TIME: MAKING MONEY IS THE BEST REVENGE

by Phil Town

March 2, 2010 * Price: \$26.99 * ISBN: 978-0-307-46186-5