

JASON R. RICH

BACKGROUND INFORMATION

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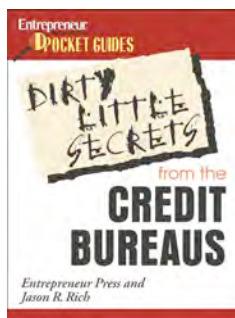


Jason R. Rich is the bestselling author of more than 39 books. With 20+ years of journalism experiences, he's also a frequent contributor to numerous major daily newspapers, national magazines and popular websites.

As an author and journalist, Jason R. Rich currently writes about travel, entertainment, career-related issues, personal finance, pets, credit repair, electronic entertainment (video and computer games), blogging, franchising, and the Internet (eCommerce) - along with a wide range of other topics.

Since 1985, he has done literally thousands of interviews with well-known celebrities from television, motion pictures and the recording industry. He's also interviewed hundreds of professional athletes, entrepreneurs and top-level business leaders for a wide range of media outlets.

Business, Personal Finance & Travel Books for Entrepreneur Press



In conjunction with Entrepreneur Press (publisher of *Entrepreneur* magazine), Jason R. Rich has served as the series editor and author for the company's Personal Finance Pocket Guides, which include: ***Dirty Little Secrets: What the Credit Bureaus Won't Tell You***, ***Mortgages & Refinancing: Get The Best Rates, Get That Raise!***, ***Buy or Lease A Car Without Being Taken For A Ride***, ***Mutual Funds: A Quick Start Guide*** and ***Why Rent? Own Your Dream Home***. This series has received national attention in radio and print media.

Additional books he's written for Entrepreneur Press include: ***202 High-Paying Jobs You Can Get without a College Degree***, ***Smart Debt***, ***202 Things You Can Buy and Sell for Big Profits (2nd Edition)***, ***Click Starts: Design and Launch Your eCommerce Business in One Week***, ***Mac Migration: The Small Business Guide to Switching to the Mac***, ***The Complete Book of Dirty Little Secrets: Money-Saving Strategies The Credit Bureaus Won't Tell You***, and ***Blogging For Fame and Fortune***.



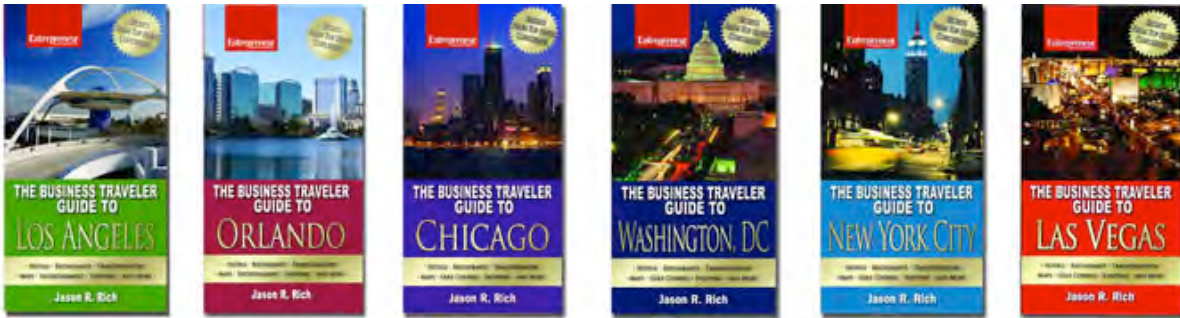
Travel Articles for the *New York Daily News* Newspaper

As a travel writer, Jason R. Rich regularly contributes travel-related articles to the "Your Money" section of the ***New York Daily News*** newspaper, which has a daily circulation of over 2.5 million readers. His articles cover all aspects of business, leisure and family-oriented travel.

To read a sampling of his articles, visit: www.jasonrich.com/DailyNews.htm.

Entrepreneur Magazine's Business Traveler™ Series

Jason R. Rich also created and wrote ***Entrepreneur Magazine's Business Traveler*** series of comprehensive, pocket-sized, city-specific travel guides for business travelers and convention goers. Initial books in the series focus on Las Vegas, New York City, Washington DC, Chicago, Los Angeles and Orlando.



Additional Travel-Related Writing

For the popular **Divorce360.com** website, created by the founder of Bankrate.com, Jason R. Rich contributes personal finance, travel and career-related articles to this online lifestyle and self-help magazine that's targeted to people who have recently experienced a divorce. To read a sampling of his articles, visit: www.divorce360.com/articles-by-jason-rich/50.aspx.

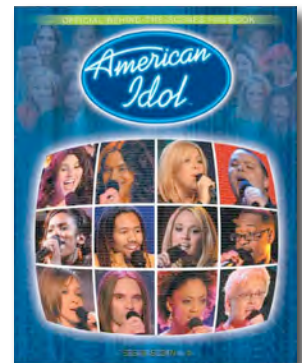
For **Thomas Cook**, Jason R. Rich has written ***Thomas Cook Florida Hotspots***, and has contributed to additional travel guides that are, or will soon be distributed throughout Europe. He's also currently working with **Globe Pequot** to write several full-length travel guides covering Washington, DC and Long Island, New York, which are slated for publication in 2010.

Jason R. Rich also contributes travel-related articles to the **TravelMuse.com** website (an online travel magazine), as well as to Virgin Atlantic's new **vTravelled.com** website, plus he maintains his own travel blog at www.JasonRichTravel.com.

In conjunction with **Bizmosis**, Jason R. Rich is currently developing a series of travel-related iPhone applications, called **BizTravel**, which are slated for release in 2010.

The Official *American Idol*® Books & Magazine

For Prima / Random House, Jason R. Rich has written ***American Idol® Season 3 - All Access*** and ***American Idol® Season 4 - The Official Fan Book***, the only officially licensed books for seasons three and four of television's most popular music competition. During seasons 3 and 4 of the show, Jason R. Rich had exclusive and unprecedented access backstage - from the audition process to the season finale. Thus, he was able to offer a true behind-the-scenes look at FOX-TV's hit show *American Idol*®.



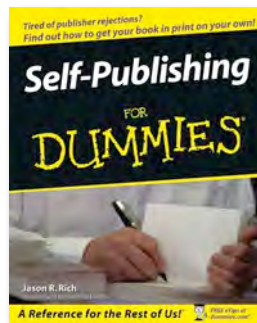
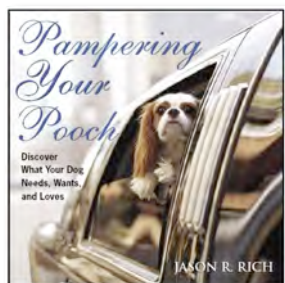
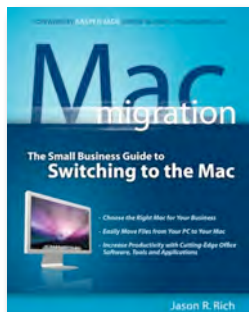
During season 4 of *American Idol*®, Jason R. Rich worked as the senior editor of ***American Idol® the Magazine***. It was published by The CSM Group and distributed through newsstands nationwide.

He also wrote the shooting script for ***Vocal Help Now***, the DVD featuring *American Idol*'s® vocal coach, Debra Byrd. The instructional DVD features interviews with past *American Idol*® contestants and several veteran entertainers from Broadway, television and motion pictures. It is now available from stores everywhere (www.vocalhelpnow.com).

Additional Recently Published Books

Jason R. Rich is proud to have worked with Wiley Publishing to contribute to its popular ***Dummies***® book series. Published in July 2006, he wrote ***Self-Publishing For Dummies***. Also for Wiley, he recently wrote ***The Unofficial Guide to Starting A Franchise***, which was published in February 2007 and ***The Unofficial Guide to Starting A Business Online, 2nd Edition***.

Pampering Your Pooch: Discover What Your Dog Wants, Needs & Loves was published in September 2006. This is the ultimate guide for people who want to provide their dog with the best of everything.



Career-Related, Self-Help and “How-To” Books

Additional books written by Jason R. Rich include:

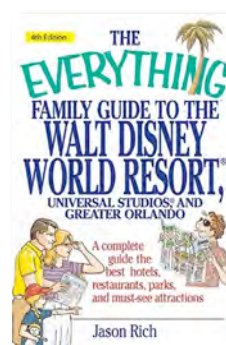
- ***Brain Storm: Tap Into Your Creativity to Generate Awesome Ideas and Remarkable Results*** (The Career Press)
- ***First Job, Great Job: America's Hottest Business Leaders Share Their Secrets*** (Macmillan)
- ***Great Resumes*** (Learning Express)
- ***How To Do Everything With Your Windows Mobile SmartPhone*** (Osborne/McGraw- Hill)
- ***Job Hunting For The Utterly Confused*** (McGraw-Hill)
- ***Make Your Paycheck Last*** (The Career Press)
- ***The Bachelor's Guide To Life*** (iUniverse)

- ***The Unofficial Guide To Earning What You Deserve*** (IDG Books)
- ***The Unofficial Guide to Marketing Your Business Online*** (IDG Books)
- ***The Unofficial Guide to Starting A Business Online*** (IDG Books) - On January 7, 2000, this book was ranked #6 on *The Wall Street Journal's* Best Sellers (Business) list. An all-new, expanded, second edition of the book was published by Wiley Publishing in December 2005. Cover price: \$18.99 (ISBN #: 0- 471-74828-2)
- ***Will You Marry Me? Popping the Question with Romance and Style*** (New Page Books) - In conjunction with this book, Jason R. Rich worked with Korbel Champagne Cellars as the spokesperson for the 2004 Korbel Perfect Proposal Contest.
- ***Your Career: Coach Yourself To Success*** (Learning Express)

Family-Oriented Travel Guides & More for Adams Media

For Adams Media Corporation's bestselling *Everything* series, Jason R. Rich has written eleven books, including a series of family-oriented travel guides. These full-length guides include: ***The Everything Travel Guide to Walt Disney World, Universal Studios and Greater Orlando*** - 1st, 2nd, 3rd and 4th editions, plus two editions of ***The Everything Las Vegas Book***, ***The Everything Travel Guide To The Disneyland Resort, California Adventure and the Anaheim Area*** and ***The Everything Family Guide To The Caribbean***.

He's also written ***The Everything Ghost Book***, ***The Everything Organize Your Home Book*** and ***The Everything College Survival Book*** for the *Everything* series.



Best-Selling Children's Books



Jason R. Rich was the creator and author of Sybex's best-selling ***Pathways to Adventure*** children's book series. This series of full-color and full-length novels told the stories behind popular video games, such as Pokémon®, The Legend of Zelda® and Donkey Kong®. Thus far, the *Pathways to Adventure* series has sold over 1,000,000 copies worldwide and has been translated into multiple languages. Featured in such publications as *Time*, *USA Today*, *Nintendo Power*, *The Los Angeles Times* and *GameWeek*, the *Pathways to Adventure* series included six books.

Photography

Many of Jason Rich's books and articles feature his original photography. To view a sampling of his work, visit: www.JasonRichPhotography.com.

Marketing & PR Consulting

On a consulting basis, Jason R. Rich is pleased to be working with fashion designer Kiel James Patrick (www.KielJamesPatrick.com) with the ongoing marketing and public relations related to his trendy line of KJP Bracelets™, pocket T-shirts and other fashions made from vintage and recycled fabrics. He also consults with fashion model Cristina DeHart in connection with her ExploreModeling.com online service targeted to aspiring models.

In The Past

For the weekly, award-winning *Kid Company* radio show, which aired for five years on WBZ-AM 1030 radio throughout New England, Jason R. Rich worked as a contributing producer and feature host. *Kid Company* was the recipient of The 1993 George Foster Peabody Award. He also worked as the associate producer for the three-time Emmy Award winning *Kids Talk Sports* television show, which aired weekly on New England Cable News for three years.

In 1988, Jason Rich created and was the columnist for the *Celebrity Teen Talk* nationally syndicated newspaper column. This column ran for six years in over a dozen major daily newspapers across America.

Jason R. Rich also worked as a contributing producer and as the celebrity talent coordinator for The American Public Radio Network's, Peabody Award winning, *Kids America* program and as the associate producer of The Associated Press Radio Networks *The Computer Connection* show.

Between December 1994 and March 1996, Jason R. Rich appeared weekly on the fX cable network's national television morning show *Breakfast Time*, showcasing the latest video and computer game technology.

Jason R. Rich currently lives in Foxboro, Massachusetts with his Yorkshire Terrier named Rusty (www.MyPalRusty.com).

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