

SUCCESS

What *Achievers* Read

FOR RELEASE: April 21, 2008

CONTACT:

Rachel Levy Konik

212.255.8455 ext. 235

RachelK@rosengroup.com

SUCCESS MAGAZINE NAMES THE 50 GREATEST ENTREPRENEURS OF ALL TIME

On Newsstands Nationwide: May 6, 2008

www.SUCCESS.com

Dallas (April 21, 2008, 2008)—*SUCCESS* magazine, the preeminent publication for personal achievement, has announced its list of the 50 greatest entrepreneurs of all time in its June/July issue.

In this issue, *SUCCESS* takes a look at the 50 greatest self-made men and women who helped discover, develop and shape the world we now experience and enjoy. Often labeled renegades, mavericks and even rebels, entrepreneurs break away from the safety of the herd armed with only guts, determination and the entrepreneurial spirit that has done so much to pioneer the progress and advancement of society. The *SUCCESS* cover feature includes the timeless lessons of each entrepreneur with applicable take-away advice for the more than 25 million Americans who have forsaken traditional jobs in the workforce to focus on building their own businesses.

ALSO FEATURED IN THE JUNE/JULY 2008 ISSUE

PROFILES

Russell Simmons on Fueling Financial Literacy: Somewhere along the way to becoming one of the richest men in rap, Russell Simmons decided that giving back was more important than Bentleys and bling. *SUCCESS* gets the scoop on Simmons' causes, foundations and what makes him whole. (p. 36)

Kevin Bacon on 6 Degrees of Inspiration: The actor, famous for his roles from *Footloose* to *Apollo 13*, parlayed a pop culture fad into a force for good with SixDegrees.org, a charitable Web site founded to facilitate social networking with a social conscience. Kevin shares his story with *SUCCESS*. (p. 26)

Paul J. Meyer's Testament to What's Possible: *SUCCESS* speaks with Paul J. Meyer, considered one of the most influential people in the history of the personal-achievement industry, and shares his five steps to the million-dollar personal success plan. (p. 84)

BUSINESS

Why You Should Start a Business Today, and Recession Proof Your Income: Why are so many people starting their own businesses? There are dozens of answers and they boils down to these: more security, a more satisfying lifestyle, greater financial opportunity and the opportunity to live a life of greater impact. *SUCCESS* delves into these benefits and shares advice on pursuing business options such as real estate investing, online, direct selling and franchising. (p. 50)

Denis Waitley on Developing the Focus and Motivation of Olympians: Peak performers have something in common—attitudes that make them champions in sport and in life. But how did they get that way? Denis Waitley, former chairman of psychology for the U.S. Olympic Committee, developed a mental training program for elite athletes based on concepts that anyone can and should apply to succeed. (p. 40)

WEALTH

Jean Chatzky on Your Road Map to Wealth: Becoming a millionaire may sound impossible. *Millionaire* may strike you as a term that's meant for other people, not you. *SUCCESS* explains how that's just not true. (p. 100)

RELATIONSHIPS

Valorie Burton on Rebuilding Relationships by Reclaiming Your Schedule: In today's nonstop world, it's easy to miss the opportunity to connect the old-fashioned way—face-to-face and heart-to-heart. *SUCCESS* shares tips on how to reclaim your schedule and reconnect with the people who matter. (p. 104)

WELL-BEING

Bill Phillips on the Essentials for Building a Better Body: The opportunity is here now for us to make the transformation from the worst shape of our lives to the best. *SUCCESS* offers five essential steps to beginning and sustaining the process of transforming your health for life. (p.102)

GIVING BACK

Agents of Change: Social entrepreneurs have redefined success and are measuring theirs by doing good. *SUCCESS* takes a look at the individuals and organizations that are taking a proactive business approach to solving social challenges. (p. 94)

About *SUCCESS* Magazine

SUCCESS is designed specifically to serve the growing entrepreneurial and small-business markets. *SUCCESS* features personal-development thought leaders, CEOs, entrepreneurs and other achievers who offer practical advice, ideas, tips and training on leadership, goal attainment, time management, selling, motivation and more. Bound into every issue is also a free DualDisc™ (CD & DVD in one) featuring exclusive compilations of success training from leading personal-achievement experts. *SUCCESS* retails for \$5.95 and is distributed nationally with an initial printing of more than 1 million copies. Visit www.SUCCESS.com for more information.

###