

FOR IMMEDIATE RELEASE

Take a Stand on Financial Education and Occupy the Holidays with Rich Dad

Boost financial literacy and save 10-40% off unique gifts from The Rich Dad Company at <http://bit.ly/FinancialEducationHoliday>

Scottsdale, AZ – November 18, 2011 – Instead of occupying the streets, it's time to take a stand and claim a discount on unique, financial education gifts for the entire family from Kim and Robert Kiyosaki's The Rich Dad Company store. During Rich Dad's "Occupy the Holidays" event going on now and on Cyber Monday, buyers can save 10-40% off gifts that help people boost their financial literacy and take action to be successful in 2012 and beyond (no matter what happens with the economy).

"Millions of people are protesting across parks and streets all over the world to express their pain and frustration to their leaders," states Robert Kiyosaki, The Rich Dad Company Co-Founder and author of the best selling, personal-finance book, '*Rich Dad Poor Dad*.' "I feel their pain but do not share their optimism that our leaders can solve this financial crisis. Instead, we want you to start taking personal action to increase your financial education, create a positive outlook for the future and become financially-free in the years to come."

Take a stand and claim these discounts during Rich Dad's Occupy the Holidays event:

- **Rich Dad's Cyber Stand – Only on Monday, November 28th**

Take advantage of a special, Rich Dad discount on Cyber Monday, 11/28/11. Finish shopping early with unique gifts for all.

Take 40% off \$499 or more when you purchase any Rich Dad series of books and products.

- **Rich Dad Occupies Success**

Share the secrets of success, prosperity and freedom with everyone on the gift list!

Take 30% off \$299 or more when you purchase any Rich Dad series of books and products.

- **Rich Dad Occupies Reality**

Help others take their financial literacy to the next level, and learn how to get out of these tough, economic times in a realistic way.

Take 25% off \$199 or more when you purchase any Rich Dad series of books and products.

- **Rich Dad Occupies Action**

Ready to give the gift of financial education? Enjoy the excitement of learning about money and personal accountability with friends and family.

Take 15% off \$99 or more when you purchase any Rich Dad series of books and products.

- **Rich Dad's Silent Majority**

The perfect gift for the beginner who wants to take action, make positive changes happen and do something about their financial education.

Take 10% off \$39 or more when you purchase any Rich Dad series of books and products.

It's time to spread some holiday cheer and reveal the secrets to being financially free in tough, economic times. Instead of occupying the streets, choose a stand! Give the unique gift of financial education this holiday season, save money and help others take action to have a successful, New Year full of hope and prosperity.

To learn more about this event and financial literacy visit www.richdad.com.

About The Rich Dad Company

Our company was founded in 1997 based on Robert Kiyosaki's best-selling personal finance book, "*Rich Dad Poor Dad*." While his poor dad's outlook closed his mind to the possibility of financial freedom, his best friend's rich dad elevated Robert's dreams, opened his mind to life's possibilities and allowed him to be financially free. Today, Kim and Robert Kiyosaki, and their team of experts, provide financial education via books, seminars, videos, coaching, social media, innovative technology, and the board and Web game, CASHFLOW®, based on Robert's belief that people learn best through simulation. Our mantra is "Knowledge: the New Money." Everything we do has one common goal: to increase your financial knowledge and help you live the rich life. Discover how we can help you on your journey towards a rich life at www.richdad.com or call us at 800-308-3585.

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