

Ryan's press release analysis: The original press release at the bottom has two major flaws.

1. The major flaw of the original press release is that it focuses on the needs of the organization issuing the press release. The quotes are oriented towards how the magazine serves the needs of the publisher, not the reader. A press release should always be newsworthy, and be written with the reader in mind. It should not sound self-serving, which the original press release does.
2. The focus of the original release has been diluted by mentioning numerous expo offerings plus all of the sponsors. It leaves people wondering if the release is to announce a new magazine launch or to announce the Expo. It should be one or the other, not both.

This rewrite solves both major flaws. This version is much more focused on the benefits to the reader. I rewrote the quotes to be more reader-benefit oriented. To encourage expo attendance, I mentioned the complimentary magazine and the booth number so attendees would know exactly where to go to find the magazine.

Ryan's revision:

SAN RAMON, Calif., April 18, 2006 —

A new real estate investment magazine specifically for Bay Area investors has been launched and will premiere at the National Wealth Builders "Real Estate Investment Expo" on May 5th and 6th at the San Ramon Marriott. The new *Live Well* magazine is the product of an alliance between the Cadence Group, a local Real Estate investment firm that builds and manages custom real estate investment portfolios for individuals, and the National Wealth Builders (NWB), Northern California's premier Real Estate Investment Club.

"The magazine is called *Live Well* because that is truly the goal of every real estate investor, to build wealth and live well, and we identified a need of local investors for information on Bay Area investment opportunities and how to build a real estate investment portfolio. The magazine is intended to be a blend of real estate investment advice, articles on luxury living and lifestyles, and general interest articles for both residential and commercial investors, but targeted for the Bay Area lifestyle and market" said Jeremy Gamero, Principal and co-founder of Cadence Group.

Gamero continued: "We have always been focused on doing everything we can to build value for our clients. The launch of *Live Well* magazine gives us the ability to provide new valuable information in an enjoyable, relaxed format, as well as reach more people who can benefit from the information in a meaningful way. There are also strong investment opportunities out there that people are clamoring for, and this is another way to make the public aware of them".

The magazine is being launched at the Real Estate Investment Expo event, open to both Realtors and the general public. Attendees will receive a complimentary copy of the magazine, and will have the opportunity to ask questions of the Cadence brokerage team, who will be located in Booth M15.

Anyone with an interesting in real estate investing is encouraged to attend. The expo includes over a dozen top national real estate speakers including Louis Brown, Tom Kish, and Kendra Todd, winner of Donald Trump's TV show "The Apprentice." It offers great investment opportunities with over 70 booths showcasing properties from across the U.S. and hot international real estate markets. The expo will also feature National Wealth Builders popular "Credit Repair Kit" and "Networking" and "Branding" titles.

Information on the expo is listed on National Wealth Builders websites at <http://www.nwbu.com> and <http://www.nwbuexpo.com>.

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About National Wealth Builders:

National Wealth Builders (NWBU) is a real estate investment club that provides educational resources and real estate investment opportunities to investors across the United States through a network of local chapters. The chapters provide a meeting place for new and experienced investors for networking and exchange of ideas. Members of the Club get the opportunity to learn about wealth creation strategies from experts and people who have already invested successfully. To learn more about National Wealth Builders and the May 5th and 6th Expo, visit <http://www.nwbu.com>, and <http://www.nwbuexpo.com>

Original Version:

SAN RAMON, Calif., April 18, 2006 — National Wealth Builders (NWBU) Northern California's premier Real Estate Investment Club has partnered up with Cadence Group, a local Real Estate investment firm that builds and manages custom real estate investment portfolios for individuals.

Cadence Group will be launching a first of its kind national real estate investing magazine called "Live Well" at the National Wealth Builders "Real Estate Investment Expo" on May 5th and 6th at the San Ramon Marriott. Live Well magazine will feature informative articles, as well as all the resources the Bay Area investor needs to begin investing in real estate nationally.

"We spend a lot of time not only hand selecting new hot markets, but also our teams of brokers, builders, and property management staff in these markets. This year we wanted to create a way to make these teams available to a larger audience," said Jeremy Gamero Principal and co-founder of Cadence Group. "We have always prided ourselves in the one on one connection we create with our clients. The launch of Live Well magazine gives us the ability to touch the lives of more people than we could ever dream of touching through our portfolio business alone."

The Real Estate Investment expo on May 5th and 6th has a lot to offer to real estate investors, realtors and the public. It includes over a dozen top national real estate speakers including Louis Brown, Tom Kish, and Kendra Todd, winner of Donald Trump's TV show "The Apprentice." It offers great investment opportunities with over 70 booths showcasing properties from across the U.S. and hot international real estate markets. Realtors will get the opportunity to earn CE Credits by attending a class on "1031 Exchanges" conducted by Michael Yesk, Vice President of IPX1031 Exchange. The expo will also feature National Wealth Builders popular "Credit Repair Kit" and "Networking" and "Branding" titles.

Featured Sponsors at the expo are MacAnthony Realty International, Cay Clubs, Sunvest Communities, Amon Investments, Land Resource Investments, and Propriete Direct France. Information on the expo is listed on National Wealth Builders websites at <http://www.nwbu.com> and <http://www.nwbuexpo.com>.

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