

SUCCESS

What Achievers Read

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**THE NEW *SUCCESS* MAGAZINE DEBUTS WITH MEGA
PERSONAL DEVELOPMENT CONFERENCE IN DALLAS**

*~Industry Leaders Robert Kiyosaki, John Maxwell & Jim Rohn to Speak
Together for the First Time~*

DALLAS, TX (January 23, 2008)—Underscoring the breadth, depth and influence of the personal development industry, over 1,400 people will convene in Dallas, TX on February 23, 2008 for a conference commemorating the relaunch of *SUCCESS* magazine. Marking *SUCCESS* magazine's return to its roots as the premiere personal achievement magazine, celebrated industry leaders Robert Kiyosaki and Jim Rohn will appear together for the first time ever. Held at the Hilton Anatole Hotel, the all-day event will be followed by a VIP cocktail reception that evening.

“In New York, they may throw cocktail parties to launch a magazine, but in Texas, we do it big time with a full day and evening's worth of activities. We developed this success-focused event to bring the magazine's principles to life for our readers,” said Darren Hardy, publisher/editorial director, *SUCCESS*. “Over 1,400 entrepreneurs and small business owners from all over North America will have the opportunity to listen to and learn from an all-star lineup of great minds committed to the principles of success.”

From 9:00 a.m. to 4:00 p.m. attendees will learn a lifetime of success strategies from a line-up of the leading speakers in the field of personal development. Speakers include: Jim Rohn, hailed as one of the most influential thinkers in the personal development industry; Robert Kiyosaki, a well-respected investor, business owner, educator, speaker and author of the best-selling *Rich Dad Poor Dad*; John Maxwell, internationally recognized leadership expert, speaker and author of best-selling *Falling Forward* and *The 21 Irrefutable Laws of Leadership*; Kim Kiyosaki, entrepreneur and author of the best-selling *Rich Woman – A Book on Investing for Women*; John Addison, Co-CEO and President of the \$2 billion Primerica Financial Services company; and Ron White, world-renowned sales training and memory skills expert.

An invitation-only evening reception will follow the Symposium.

First established in 1891 by Orison Swett Marden as a personal achievement magazine and led through the years by several renowned authors and thought leaders, including

Napoleon Hill, W. Clement Stone and Og Mandino, the new *SUCCESS* will provide entrepreneurs and small businesses with the tools and information they need to achieve their goals, dreams and ambitions. *SUCCESS* launches as a bi-monthly with the March/April issue and moves to a monthly schedule in September. Pre-launch interest has also prompted a rate base increase from 100,000 to 500,000 for the premier issue.

About *SUCCESS* Magazine

SUCCESS is designed specifically to serve the growing entrepreneurial, home-based and small-business markets. *SUCCESS* features leading thought leaders and success experts, top CEOs, revolutionary entrepreneurs and other extraordinary achievers who offer practical advice, ideas, tips and training on leadership, goal setting, time management, selling, motivation and much more. *SUCCESS* retails for \$5.95 and is distributed nationally with an initial circulation of 500,000. Visit www.SUCCESSmagazine.com for more information.

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