



# Idea Factory Press

## NEWS RELEASE

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## REDISCOVERING GOLD IN THE 21ST CENTURY A COMPLETE GUIDE TO THE NEXT GOLD RUSH!

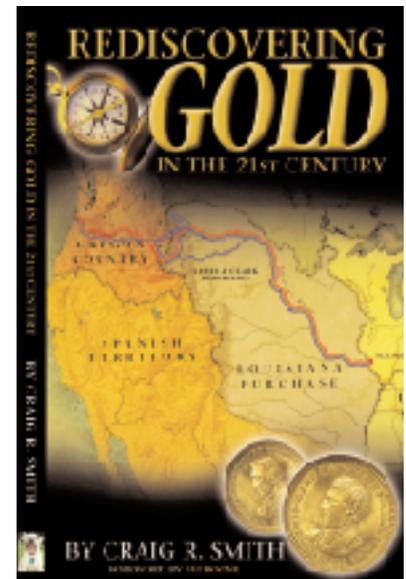
Phoenix, AZ - 7-9-01 - Idea Factory Press proudly announces the release of REDISCOVERING GOLD IN THE 21ST CENTURY - The Complete Guide to the Next Gold Rush, a new book by Craig R. Smith, CEO of Swiss America Trading Corporation.

While Wall Street bulls and bears were busy rassing over the markets, a quiet bull market in tangible assets began in 1999. With annual growth of 30-50 percent, (1999-2001) United States Gold Commemorative coins are blazing a trail toward the next American gold rush.

The financial climate has changed dramatically. Gone are the dot-com gurus' predictions of endless growth without profits. Sadly, the individual stockholder, unaware of the most basic economic principles (like asset diversification and the difference between savings and investment) lost more than \$4 trillion in the year 2000 alone! Ouch!

It's never too late to change direction. REDISCOVERING GOLD IN THE 21ST CENTURY was written to help readers...

1. Learn how and why to diversify assets based on historical principles
2. Understand why gold is timeless wealth and the basis for all money
3. Discover today's exciting, profitable and private U.S. rare coin market



After 30 years of experience leading the tangible asset industry and conducting thousands of media interviews, Mr. Smith has finally decided to share his economic wisdom in print. According to Mr. Smith, "In today's market, doing nothing can cost a lot. While most pundits are proclaiming 'gold is dead' as a viable investment, I beg to differ. My goal is to give the reader a simple roadmap to prepare for sweeping change in this marketplace that will surprise virtually everyone."

REDISCOVERING GOLD IN THE 21ST CENTURY is a primer for both the interested investor and collector that traces the history of U.S. gold coins, valuation and pricing factors, market cycles, independent certification and the effect that growing public demand has upon the shrinking supply of rare gold coins.

Pat Boone, a long-time client and spokesperson for Smith's firm, says of the book, "Crisp, concise - an instant classic! Craig's financial advice is like 24-karat gold - tested and pure. I've trusted Mr. Smith with a portion of my assets over the last decade and, after reading this book, you'll understand why you should do the same."



For a limited time, REDISCOVERING GOLD IN THE 21ST CENTURY will include a companion CD featuring a Pat Boone interview with Mr. Smith (May 2001) and a CNNfn Business Unusual interview (Aug. 2000) free of charge. The book will be offered at better bookstores or direct from Idea Factory Press (\$8.95). For more information or to place an order, contact David Bradshaw at 1-800-289-1455 ext.1003. Media interested in an interview with Mr. Smith may send a request for a review copy of the book/CD via email to: [ideaman@myideafactory.net](mailto:ideaman@myideafactory.net).



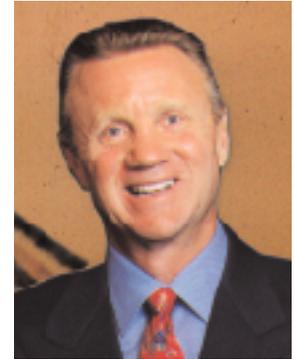
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## ABOUT THE AUTHOR

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## REDISCOVERING GOLD IN THE 21ST CENTURY THE COMPLETE GUIDE TO THE NEXT GOLD RUSH

### CRAIG R. SMITH



Craig R. Smith holds a diversity of titles that reflect his dedication to education and public service. He is president of Swiss America Trading Corporation, one of the largest and most respected investment-grade coin firms in the U.S. since 1982, co-founder of We-WebCorp.com, host of True-Wealth radio broadcast and author of a newly released book on economics, *Rediscovering Gold in the 21st Century*.

Craig instantly engages audiences with his common-sense analysis of national and global trends. He knows that people want solid answers to tough questions, having hosted two syndicated talk radio shows - *America Talks* and *World Economic Perspective* - during much of the 1990s.

Craig's door has always been open to the media. Over the last decade he has been interviewed by: CNN, ABC, NBC, CBS, PBS, CNBC, FOX, TNT, CBN, TBN, Time, The Wall Street Journal, The New York Times and Newsweek.

When he isn't busy analyzing the markets, Craig takes a leading role in public service. Whether it means ministering to death row inmates, hosting public forums on drug safety for the government or contributing to inner-city rehab through the Los Angeles International Dream Center, Craig has learned that serving precedes leading.

In 2001, Mr. Smith offers timely economic advice to disillusioned investors in his book, *Rediscovering Gold in the 21st Century*. Published by Idea Factory Press (July 2001), the book announces the start of a new American gold rush and teaches investors how to balance their assets and reduce market risk using time-tested economic principles.

In 1999, he turned his attention toward protecting families from objectionable, pornographic and violent content on the Internet. Mr. Smith's free Internet content-filtering program is called *We-Blocker* and is distributed online at [we-blocker.com](http://we-blocker.com).

In 1997, Smith's concern for public safety springboarded the launch of the Year 2000 National Educational Task Force, which distributed millions of free resources published by the American Red Cross, including *Preparing Wisely for the Next Millennium*, a documentary video featured at Blockbuster Video.

In 1993, Smith allowed David Korresh to deliver a message on his national radio program during the Branch Davidian standoff in Waco. The Federal Bureau of Investigation later honored him for his exemplary work in attempting to resolve this tragic situation.

Contact David Bradshaw at My Idea Factory to schedule a media interview at 1-800-289-1455.



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## SAMPLE BOOK QUOTES

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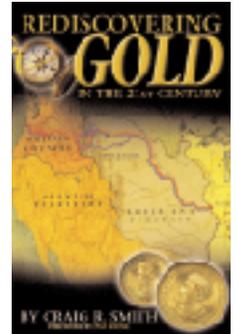
## REDISCOVERING GOLD IN THE 21ST CENTURY THE COMPLETE GUIDE TO THE NEXT GOLD RUSH

### FOREWORD by PAT BOONE

- “You hold in your hand a simple road map to rediscover gold in the 21st century. For years I’ve followed Craig Smith’s financial road map carefully and my tangible portfolio has grown appreciably.”
- “Craig brings the reader good news about how to hedge your family against any financial circumstance. His number one financial commandment is, “Thou Shalt Diversify Assets.””

### INTRODUCTION by CRAIG SMITH

- “If you’ve ever purchased gold coins, this book is written for you. If you’ve never invested in gold coins, this book is written to challenge you to consider gold ownership in the 21st century.”
- “Speculators in today’s stock markets have become very demanding (read: spoiled) over the last decade. They want it all - value, growth and peace of mind. But the search for a ‘perfect investment’ is elusive and usually ends in disappointment.”
- “Imagine discovering a special type of gold that taps into the positive economic trends as we enter the 21st century - then you’ll understand my excitement... like finding a treasure map with a big X.”



### CHAPTER 1: A SHORT HISTORY OF GOLD

- “Gold is one of the few common values that has united mankind throughout the millennia, transcending race, religion and geography - a rarely noted fact but significant in light of today’s growing cultural convergence and emerging global economy.”
- “Gradually, throughout the last several decades, gold has assumed a new role as a monetary reserve medium, rather than a medium of exchange. This subtle yet powerful monetary shift has gone mostly unnoticed by the American public.
- “In the words of former Fed economist John Exter, ‘Today’s U.S. dollar is nothing more than an IOU-nothing.’ Paper money retains only the symbol, or form, of its original substance - gold and silver.”
- “Today we readily accept symbolic money instead of substance money with no thought. Our post-1965 copper/nickel tokens circulated today demonstrate a serious departure from our heritage of honest money and represent a gutted economic ethic.”

### CHAPTER 2: GOLD: BULLION VS. RARE

- “Will Rogers once said, ‘Buy land, they aren’t making it anymore!’ The same is true of collectibles.”
- “My motto in gold investing is safety first - and all gold coins provide financial safety and security. Financial privacy is becoming another major concern for investors. As you will soon discover, some forms of gold protect your privacy much better than other forms. Lastly, which form of gold has the most profit potential - bullion or rare? In my view, only after you have these answers and understand these basics are you ready to discuss purchasing.”
- “When it comes to keeping pace with the rising cost of living through the last century, neither the U.S. dollar, gold or silver bullion can compete with investment-grade U.S. rare coins because the U.S. dollar retains a measly three percent of its buying power. You need at least 30 times more buying power in your ‘back’ just to stay even.”

### CHAPTER 3: INTRODUCTION TO U.S. RARE COINS

- “Thirty years ago rare coin interest got another big boost based on the growing inflationary concerns and the reopening of free market gold trading in 1971, which began to attract a new breed of U.S. rare coin buyer: the investor.”
- “Many people I talk to have a common misconception that higher rare coin prices must coincide with escalating gold and silver bullion prices. This is not true. The rare coin market might as well be a distant cousin to gold and silver bullion coins in a down or flat gold market because they respond independently to the day-to-day ripples in the economy.”
- “The U.S. rare coin market is still the best-kept secret on Wall Street and offers a perfect counterbalance to high-flying stock market speculation.”

### CHAPTER 4: U.S. RARE COIN CYCLES

- “Throughout my 35-year experience in the coin market I’ve observed two important facts: 1. They don’t make historic coins anymore. 2. U.S. rare coins follow a ten-year cycle.”
- “In each of the past ten-year coin cycles, prices have moved up sharply in a relatively short period of time. But the price action of the last few years could be best described as a quiet or accumulation phase of the cycle.”
- “I view the U.S. rare coin market as a flower in a forest. It is small yet beautiful, and only visible by looking beyond the trees. It is often overshadowed by the looming stock market. But, once it is discovered the investor appreciates its value.”

### CHAPTER 5: THE AMAZING STORY OF U.S. GOLD COMMEMORATIVES

- “In early 1999 I began to closely examine the Gold Commemorative market and discovered that it was extremely undervalued. I immediately issued a market alert to all my clients and then compiled the research into a special report.”
- “For anyone who considers himself a history buff, Commemoratives offer interesting lore - including scandalous and even sometimes criminal activity connected with the making and distribution of certain coins.”
- “U.S. Gold Commemoratives have been featured by the CCDN and CDN in more than 40 issues and were in the headlines 20 times between March of 1999 and April of 2001. Spot a trend?”

### CHAPTER 6: GLOBAL ECONOMIC TRENDS

- “Students of economic history know that bear markets always follow bull markets. Super-bull markets are usually followed by super-bear markets - it’s just how the economic cycles work.”
- “I’m regularly asked about my view of the stock market. In 2000 I only published one article on Wall Street and one article on the NASDAQ bubble. I consistently warned investors that the powerful bull market of the last 18 years had lulled them into a false sense of security, and that novice investors are prone to buy stocks based on tips rather than fundamentals like earnings and profits. It is not really investing at all - it’s gambling.”
- “Investment and business strategies rely on Mr. Greenspan to such an extent that he has come to assume a godlike stature. Not long ago, *Fortune* magazine ran a cover story called ‘In Greenspan We Trust.’ Will Alan Greenspan succeed in keeping the bull market alive? Will he manage the soft landing that he hopes for? I’m not so sure.”

### CHAPTER 7: THE SWISS AMERICA STORY

- “I suppose what separates my brokers from anybody else is the philosophy that I have taught them what I really truly believe, and that is people don’t care how much you know, until they know how much you care.”
- “A reasonable strategy in any investing is to never buy or sell in a panic. If you follow that advice, then one would neither buy nor sell. But once you understand what the panic is based on, you make some educated decisions.”
- “According to Webster’s, the definition of *hedge* is, ‘to try to avoid or lessen loss by making counterbalancing investments.’ 99 percent of the people I speak to don’t even know the definition of the word.”
- “The bottom line is that historic United States gold and silver coins stand as one of the last guardians of your financial freedom, liberty and privacy in the 21st century.”