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# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## WISCONSIN CONSUMER WRITER OFFERS BEST TIPS

OREGON, WI, November 10 -- As a longtime consumer affairs reporter in Wisconsin newspapers and on television, Bob Richards knows slamming, cramming and scamming. In a new book, *It's in the Fine Print*, Richards offers his best tips for consumers to avoid getting ripped off.

The book includes consumer advice from his popular Consumer Watch column along with updated material. Among the topics are sweepstakes, buying a car and buying on the Internet.

Here's what the experts say about Bob Richards' consumer affairs reporting:

**U.S. Senator Russ Feingold:** "Bob Richards has been writing on behalf of consumers for as long as I have been working for consumer rights as a legislator. Bob has always asked the right questions and provided clear answers on a variety of consumer issues which affect us all every day.

**Wisconsin Attorney General James Doyle:** "Bob Richards is a veteran of the consumer beat. His reporting on television and in newspapers has educated thousands of Wisconsin consumers on many important issues. Bob has always understood an important principle -- an informed consumer is one of the best defenses against scams and con artists."

**William L. Oemichen, Wisconsin State Trade and Consumer Protection administrator:** "Bob Richards is a leading consumer advocate who has protected countless consumers from consumer fraud through his thoughtful, interesting and educational articles."

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## **It's in the Fine Print**

### Fact Sheet

**TITLE:** *It's in the Fine Print : From the Files of Consumer Watch*

**AUTHOR:** Bob Richards

**PUBLICATION DATE:** Fall 1999

**PRICE:** \$12.95

**FORMAT:** 5.5x8.5 trade paperback

**ISBN:** 1-878569-62-7

**ILLUSTRATIONS:** Drawings that illustrate each chapter

**PAGES:** 200

**SUMMARY:** A guide for consumers so they can avoid the most common scams related to credit cards, sweepstakes, buying a car, the Internet, etc.

**DISTRIBUTION:** Bookstores, newspapers or directly from Badger Books Inc. P.O. Box 192, Oregon, WI 53575 for \$12.95 plus \$3 shipping and 5.5 percent Wisconsin state and local sales tax when applicable.