

Paradise Found? One Man's Answer to Sharing the Secret to His Success

(NAPSA)—One very successful entrepreneur is so disgusted by what he sees as the state of American society that he says he's going to build "Paradise." And, no, that's not a typo. Spelling "paradise" with a "c" refers to a famous quote from Albert Einstein, who—as you'll soon see—figures prominently in his thinking.

Here's the plan: Use the proceeds from a book he's written, "Success In Uncommon Hours" (Express Media Corporation, \$14.95)—which applies Einstein's famous $E=MC^2$ formula to economics—to buy an island in the Caribbean where people from all over the world can come to learn how to succeed by using their own "natural callings and talents."

"Einstein said 'God doesn't play dice,'" quotes West Palm Beach, Florida-based, Riad Yar, 29, who says he spent years in corporate America and did "well" in real estate en route to forming Noah's Ark Investments. "Well, we, as a society, haven't figured out how to have peace, prosperity and financial freedom. The book is intended to reform your whole way of thinking and bring you closer to the real reason of why we're all here."

As it happens, the year 2005 marks the centennial of Einstein's great leap forward in thinking, and Yar sees him as something of

a cautionary tale. "When Einstein went to school," he says, "initially the teacher said he was too slow, and so he dropped out. He actually taught himself math, and the rest is history.

"When I look around our society, the same thing is happening

ernment to corporate America.

"How can you possibly be financially free if you have to depend on credit cards, the stock market, and the false hopes of Social Security to get by?" he asks.

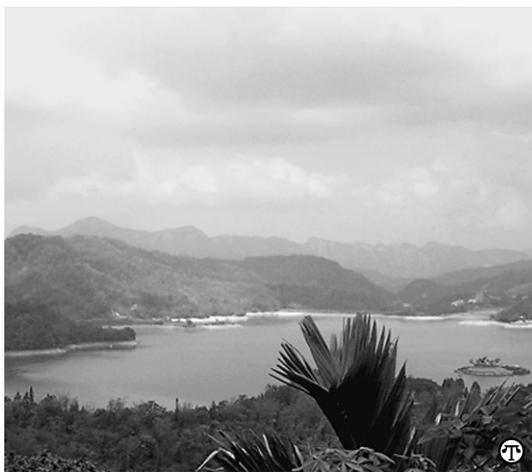
But you want to know about the island, right?

Understand, right off, that Yar isn't talking some hippie-dippy commune here. "I believe in capitalism, not socialism," he says.

Residents will exchange products and services for actual money, with part of his book sales going to buy enough gold to help insulate their island paradise—that is, *paradise*—from what Yar sees as an impending U.S. economic crash that will have "domino effects" around the globe. And the island's doors will be open to "any individual or government" sharing his vision of "peace, prosperity and freedom."

Sort of a mini-United Nations, without the bickering and no Iraqi oil-for-food scandals.

As for his book, one reviewer recently wrote that it "helps us learn how to look for the right opportunities, motivations and ambitions," noting that Yar's goal is to get readers "to stretch for the gold ring—the Yar way." To learn more or to place an order for the book, visit the Web site at www.InUncommonHours.com.



An island paradise is key to putting Einstein's famous theory to work making money.

to tens of millions of people who are being kicked to the curb because society says they don't conform to its rules."

Yar's whole point about applying Einstein's theory to economics centers around his belief that "wealth" should be viewed as "the equivalent of energy," and that people have been wasting their energy while becoming more and more dependent on everything from gov-