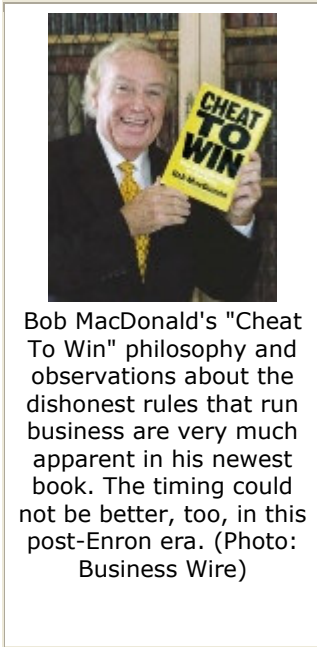


Bob MacDonald Goes Public with 'Cheat to Win' Philosophy



Bob MacDonald's "Cheat To Win" philosophy and observations about the dishonest rules that run business are very much apparent in his newest book. The timing could not be better, too, in this post-Enron era. (Photo: Business Wire)

MINNEAPOLIS--(BUSINESS WIRE)--June 1, 2005--In what promises to be a highly controversial new book, Robert W. MacDonald, one of the most prominent leaders in the financial services industry, encourages his readers to achieve success by "cheating" on many of the traditional business rules. But don't jump to the conclusion that MacDonald is encouraging dishonesty in the executive suite. There is enough of that already to go around, he acknowledges. Instead he argues that the honest way for individuals and companies to achieve real success is to break the outdated and dishonest rules that permeate the business world.

In a book with the contentious title, "Cheat To Win: The Honest Way to Break All the Dishonest Rules in Business," (Paradon Publishing, Minneapolis, MN.) MacDonald, 62, openly declares war on all the outdated and dishonest rules of business. He skewers long-established rules dealing with getting a job, moving up the ladder, gaining power and wealth, winning negotiation, starting a business, raising capital and creating a corporate culture. And, that's merely the tip of the iceberg.

Commenting about the book, MacDonald said: "While the ideas of cheating and honesty may seem like competing concepts, the paradox is intentional. What separates the winners from the losers in life is their willingness to question, challenge, and, under the right circumstances, violate some of the rules. When the book refers to cheating I am not

writing about doing something dishonest or immoral. Quite to the contrary, this is honesty in its purest form.

"This book was written to expose the inherent dishonesty embodied in many of the rules that control us today. The fact is cheating on some of the rules imposed on us by others is the only honest way to live and achieve bona fide success."

And, MacDonald should be one to know.

He has had a remarkable 40-year career in the financial services industry, beginning in 1965 as a life insurance agent for New England Mutual Life in Los Angeles, and retiring in 2002 as CEO of Allianz Life of North America and as its chairman a year later. In between, he became one of the best known, most influential and controversial leaders in the life insurance industry. Known for his bold stands on issues that often ran counter to the conventional thinking of the industry, MacDonald's ideas and approach have been both vilified and validated. In 1987, after seven years as chief executive of ITT Life, MacDonald struck out on his own to form a new life insurance company, LifeUSA.

Under MacDonald's leadership LifeUSA became one of the most successful companies of the 1990s. In a transaction valued at \$540 million, in 1999 the financial services giant Allianz AG of Munich, Germany acquired LifeUSA and merged it with the larger Allianz Life of North America. MacDonald was asked to continue on as CEO of the merged companies. Today, he serves as a board director and member of the Allianz Life audit committee, and an international consultant to Allianz AG. In addition, he serves on the board of The Fireman's Fund Insurance Company of Novato, CA, and Buffalo Wild Wings (NASDAQ: BWLD) of Minneapolis, MN.

MacDonald is acknowledged to be one of the true visionaries and product innovators in the financial services industry. He has been a popular speaker before over 100 organizations, written scores of articles dealing with management and the financial services industry. MacDonald and his contrarian

management philosophy has been profiled in scores of local and national publications, including The Wall Street Journal, USA Today, Forbes, Business Week, American Banker and Institutional Investor. MacDonald is a regular columnist for two publications and was the first person to be twice recognized as "Entrepreneur of the Year" in Minnesota.

Many swear by MacDonald's unique philosophy and management style, while others simply swear. Either way, there is no question that MacDonald has had a profound impact on literally thousands of those who have come in contact with his unique philosophy of business. This will certainly be the case for those who read his new book.

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