

# AGORA FINANCIAL

Company Information

## Agora, Inc.

Agora, Inc. is a holding company for various publishers of financial, health, travel and special interest books and newsletters — each offering ideas, information and insights you can't find anywhere else. Agora Financial, LLC is a subsidiary of Agora, Inc.



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## Agora Financial

With over 14 publications ranging from natural resource to penny stock recommendations, internationally best-selling books to award-winning feature documentaries, Agora Financial continues to challenge traditional publishing outlets.

Agora Financial's subscribers were aware of the housing bubble, the credit bubble and excesses underlying the Panic of '08 years before they happened — and in many cases, they were able to prosper while other investors got blindsided.

The honest, unconventional, unbiased and independent financial forecasts by Agora Financial's editors have been recognized by numerous media sources, including *The Wall Street Journal*, *The Economist*, CNBC, Fox Business News, Reuters, Bloomberg, *Financial Times*, *The Washington Post* and many more. Our editors have always been at the forefront of breaking news.

Each year, the company hosts the [Agora Financial Investment Symposium](#) in Vancouver, British Columbia, which features many of the foremost speakers in finance. Past speakers have included Marc Faber, Doug Casey, Steve Forbes and many others. The symposium is held at the Fairmont Hotel in Vancouver, B.C., and the 900 seats sell out annually.

Agora Financial also recently acquired [Laissez Faire Books](#), the nation's premier libertarian bookseller. LFB has often been cited as holding the largest and most diverse collection of libertarian texts.

In 2006, executive publisher Addison Wiggin founded Agora Financial Entertainment, which launched its first movie project, *I.O.U.S.A.*, to critical acclaim. The film was nominated for the Grand Jury Prize at the Sundance Film Festival and the Critics' Choice for Best Documentary in 2008 and was shortlisted for the Academy Awards in 2009.

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AGORA FINANCIAL  
**NEWSROOM** 

# ADDISON WIGGIN

Executive Publisher, Agora Financial; Founder, Agora Entertainment

*“ Six years ago, [Addison Wiggin] accurately predicted the spike in unemployment, the wave of foreclosures in the housing market and some of the bankruptcies that rocked Wall Street.”*

— Brian Sullivan, FOX Business News



**Addison Wiggin** is the executive publisher of Agora Financial, LLC, which has been recognized by *The Wall Street Journal*, *The Economist*, the *Financial Times*, and many other major media outlets for its honest, unconventional, unbiased, independent financial research and economic forecasts.

Prior to joining Agora in 1993, Wiggin had a wide range of work experience, including stints as a freelance “memorabilia vendor” at Grateful Dead concerts, carpenter, soffit painter in Boston, deliveryman (on a snow cat in Telluride, Colorado), bartender at a golf course, and as a prep chef in the private kitchen of Prince Bandar of Saudi Arabia.

After earning an undergraduate degree in literature from Western State College in Colorado, Wiggin was accepted into the graduate program of the elite St. John’s College. He attended classes both in Annapolis, MD and at the Santa Fe, New Mexico campus where he graduated in 1996.

Graduate study turned out to be a life-shaping experience. In 1993, while still in school he began a writing internship with Bill Bonner, founder of Agora, Inc., publisher of the world’s most influential newsletter. Except for a year-long “sabbatical” which he spent writing and managing several publications for the Cato Institute, a leading libertarian think tank located in Washington, DC, he’s been writing for Agora ever since.

Today, as executive publisher of Agora Financial, Wiggin leads a team of more than sixty, including writers, editors and analysts who cover the economic waterfront and produce nearly a dozen premier subscription investment newsletters.

He is the creator and editor of Agora Financial’s daily *5 Min. Forecast* and publisher of *The Daily Reckoning*. Other publications produced by Agora Financial include: *Outstanding Investments* — recognized as a top performer by *The Hulbert Financial Digest* (a service of *MarketWatch*) for its coverage of natural resources, energy, and precious metals; *Capital & Crisis*, and *Breakthrough Technology Alert*.

Wiggin authored the prescient book *Demise of the Dollar*, first published in 2005 but recently updated and revised, which assesses the precarious role of the US dollar as the world’s “reserve” currency. He has co-authored two additional books with Bill Bonner, *Financial Reckoning Day*, and *Empire of Debt*, each in their second editions as well.

Wiggin is also the founder of Agora Entertainment, executive producer and co-writer of the highly acclaimed documentary film *I.O.U.S.A.*. The film chronicled the efforts of David M. Walker, former Comptroller of the Currency, to raise public awareness about the ballooning national debt and the looming specter of national bankruptcy.

A second documentary *RISK!*, is currently in final editing and is scheduled for release in early 2012. Against a backdrop of deep ocean salvage and recovery of sunken treasure, this new film examines the entrepreneurial spirit in the wake of the financial crisis Wiggin accurately forecast.

# AGORA FINANCIAL

Publications and Syndications

## Free E-Newsletters

### Daily Reckoning

Started back in 1999, *The Daily Reckoning* is written and published each day to show over 550,000 subscribers worldwide how to live well in uncertain times. Founded by international best-selling author Bill Bonner, the *DR* is one of the most widely read newsletters in the world.

### 5-Minute Forecast

*The 5-Minute Forecast* edited by Addison Wiggin, is a daily e-letter designed to cut through the incredible glut of “news” by providing a quick-and-dirty roundup of the most essential ideas and not-so-common knowledge — in five minutes or less.

### Daily Resource Hunter

Founded in early 2011, *Daily Resource Hunter* is a “boots on the ground” guide to proactively profiting from resources and commodities. Through daily email updates, subscribers have a front-row seat to every opportunity Agora Financial’s experts uncover.

### Whiskey & Gunpowder

*Whiskey & Gunpowder* explores the crossroads of liberty, finance and moral philosophy. The editors regard state intervention as the danger it is to healthy free markets. *W&G* also leans heavily toward a consideration of commodities in a world of increasing scarcity.

### Penny Sleuth

*Penny Sleuth* provides subscribers with actionable independent penny stock analysis, options strategies and high-growth opportunities. For the last five years, The Sleuth has been delivering the latest market intelligence to our readers every trading day. Today, we talk stocks to more than 400,000 readers.

## Syndication

Content from Agora Financial's newsletters can be found in dozens of publications, websites and blogs nationwide. Current syndication agreements include *Forbes*, *The Christian Science Monitor*, *Asia Times*, *Investment News*, *Business Insider* and various other news sources.

## Publications

### Crisis & Opportunity

- *Capital & Crisis*
- *Lifetime Income Report*
- *Mayer's Special Situations*

### Options Investing

- *Options Hotline*
- *Strategic Currency Trader*

### Economics & Politics

- *Addison Wiggin's Apogee Advisory*
- *Michael Pento's Survive & Thrive*
- *Strategic Short Report*

### Gold, Oil & Energy

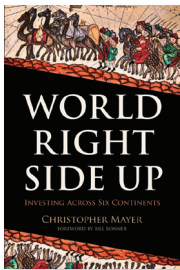
- *Energy & Scarcity Investor*
- *Outstanding Investments*

### Growth, Tech & Med

- *Breakthrough Technology Alert*
- *Bulletin Board Elite*
- *Penny Momentum Trader*
- *Penny Stock Fortunes*
- *Technology Profits Confidential*

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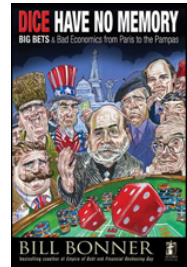


## Christopher Mayer: **World Right Side Up**

From Brazilian farmlands to Colombian gold fields, from Chinese shopping malls to Indian hotels, from South African wine country to the boom/bust souks of Dubai, this around-the-world investing field trip is packed with ideas to power your portfolio in the years ahead while teaching you a little fascinating history along the way. Fact is, the world's markets have changed in a big way. For the first time since before the Industrial Revolution, the emerging markets now contribute as much to the global economy as their more well-developed peers. Far from being an anomaly, this state of affairs is more in line with the bulk of human experience. For centuries, China and India were the world's largest economies. And so the world is turning...right side up. This change creates a wealth of opportunities for investors, in both the emerging markets and developed markets. Christopher Mayer's *World Right Side Up* is your guide on how to take full advantage of this shift.

## Bill Bonner: **Dice Have No Memory**

For over 30 years, Bill Bonner has taken an honest look at the challenges facing the U.S. economy. The driving force behind *The Daily Reckoning*, a global e-letter with a following of 550,000 readers, Bill's provocative commentary is written with clarity and conviction. *Dice Have No Memory: Big Bets and Bad Economics From Paris to the Pampas* is a collection of Bonner's best writings from August 1999 to November 2010, forming a chronological narrative of economics in America. The book also includes new material that offers context to the original columns, while offering insights into the changes that have occurred since their original publication.



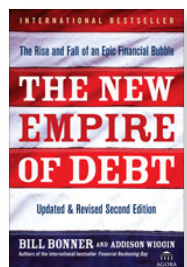
## Addison Wiggin and Bill Bonner: **Financial Reckoning Day Fallout**

In the international best-seller *Financial Reckoning Day* (Wiley 2003), maverick financial writers Addison Wiggin and William Bonner made bold predictions about the economic difficulties the United States was about to encounter. Unfortunately, much of what they warned about has come true. Now Wiggin and Bonner return to reveal exactly how these events have unfolded — high unemployment rates, record-setting foreclosures and bankruptcies as well as the near-global collapse of the financial institutions once thought to be so secure. Filled with unique insights and practical advice, *Financial Reckoning Day Fallout* warns that depressions are not necessarily a thing of the past.



## Bill Bonner and Addison Wiggin: **The New Empire of Debt**

In a remarkable second edition to the internationally acclaimed *Empire of Debt* (Wiley 2005), Wiggin and Bonner return to reveal how the epic financial bubble plaguing the United States will soon bring an end to this once-great empire. They offer a frightening look at how government control of the economy and financial system, combined with unfettered deficit spending and gluttonous consumption, has ravaged the business environment, devastated consumer confidence and pushed the global economy to the brink. *The New Empire of Debt* not only explores how the United States got into this precarious situation, but how investors can salvage something out of it.



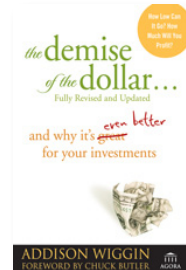
## Addison Wiggin and Kate Incontrera: **I.O.U.S.A.**

A companion book to the movie, *I.O.U.S.A.* picks up where Addison Wiggin and Bill Bonner's *New York Times* best-selling *Empire of Debt* left off. It features behind-the-scenes stories of how the four major deficits in the country (the federal deficit, the trade deficit, the savings deficit and the leadership deficit) happened, as well as complete transcripts of interviews conducted with Warren Buffett, Alan Greenspan, Paul Volcker, Robert Rubin, Alice Rivlin, Pete Peterson, David Walker, Paul O'Neill, James Areddy, Arthur Laffer, Steve Forbes and Bill Bonner. *I.O.U.S.A.* serves as a wake-up call for Americans to secure their financial stability before it is too late.



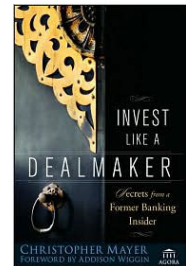
## Addison Wiggin: **The Demise of the Dollar... and Why It's Even Better for Your Investments**

Picking up where the best-selling first edition left off, *The Demise of the Dollar... And Why It's Even Better for Your Investments* examines the many reasons behind the dollar's dramatic decline — including its structural flaws, the growing trade deficit and the euro. Along the way, Wiggin discusses how the dollar's slide will affect both world economies and individual portfolios. The impact of the falling dollar is going to be significant, as well as far-reaching. Through wry wit and sound advice, *The Demise of the Dollar* puts the current economic situation into the perspective of lucrative financial survival.



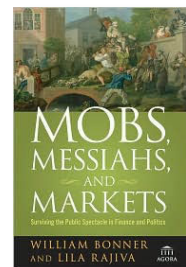
## Christopher Mayer: **Invest Like a Dealmaker: Secrets From a Former Banking Insider**

*Invest Like a Dealmaker* outlines an approach to investing far removed from what most investors have been conditioned to believe, but which has produced consistent profits for its practitioners decade after decade. While the concepts covered are not well-known by the average investor, they are well appreciated by Wall Street insiders and dealmakers — particularly those who think about stocks as whole companies, with real assets and cash flows that exist in the real world.



## Bill Bonner and Lila Rajiva: **Mobs, Messiahs and Markets: Surviving the Public Spectacle in Finance and Politics**

From the witch hunts of the early modern world to the war on terror, from the dot-com mania to the real estate bubble, people have always been caught up in frauds, con-celts and wild guesses — often with devastating results. *In Mobs, Messiahs and Markets*, international best-selling author Bill Bonner and co-author Lila Rajiva show groupthink at work in an improbable array of instances throughout history and reveal why swimming against the current pays. They explain why people so often abandon good sense and good behavior to “follow the crowd” and demonstrate how to avoid getting caught up in fruitless public spectacles.



# LAISSEZ FAIRE BOOKS

A Brief History



In the 1970s most bookstores rarely carried no more than a couple of dozen titles with libertarian themes and either relegated the books to a single shelf or scattered them throughout the store in various categories.

On Saturday, March 4, 1972, John Muller and Sharon Presley opened a small bookshop in a storefront on Mercer Street in Greenwich Village. While the *New York Times* did not cover the opening of [Laissez Faire Books \(LFB\)](#), in attendance were some of the leading libertarian luminaries of the day. People like Murray Rothbard, Roy Childs and Jerome Tuccille.

From the beginning the goal of Laissez Faire Books was to create a one-stop place to shop for everything libertarian. That included books ranging from Menger's *Principles of Economics* to Mencken's *Treatise on the Gods* to Steve Ditko's underground "Mr. A" comics whose hero reflected the influence of Ayn Rand's objectivist philosophy.

In those early years, LFB quickly morphed into something more than a bookstore. It became a marketplace of ideas for libertarians who had no other venues to discuss social and political issues of the day. With lectures, films, and book signings it became the 20<sup>th</sup> century version of the ancient Greek agora.

In the 80s, to grow its business and to honor the 18<sup>th</sup> century liberals Charles James Fox and John Wilkes, LFB created the Fox & Wilkes imprint and became a publisher. The objective was to publish contemporary authors and reissue classic libertarian books that were out-of-print.

Through the early 90s, the used book market was fragmented into over ten thousand bookshops. To keep growing, LFB aggressively invested in mail-order marketing. Quickly, the customer list grew to nearly 30,000 active names who received catalogues and other mailings.

With the advent of the Internet, the bookselling landscape changed dramatically. Pricing pressures and changing customer demographics made profitability difficult for niche players like [LFB](#) and over the next decade, ownership and location changed several times. Late in 2010 Agora Financial, one of the nation's premier publishers of investment advisory newsletters acquired the assets, inventory, and name and took ownership of [Laissez Faire Books](#).

**Jeffrey Tucker** is the executive editor and publisher of Laissez-Faire Books, the nation's leading Libertarian bookstore, which was acquired by Agora Financial in 2010. He has authored several books including *Bourbon for Breakfast: Living Outside the Statist Quo* (2010), and *It's a Jetsons World: Private Miracles and Public Crimes* (2011). Before joining Agora Financial, Jeffrey served as editorial vice president of the Ludwig von Mises Institute. He is a highly-sought expert, having been featured on Fox News, NPR, and a variety of other news outlets.

