

Miami Attorney Robert Zarco Featured in New Reality TV Program “How’d You Get So Rich? Hosted by Joan Rivers

(Miami, FL)— Miami franchise attorney Robert Zarco has never been shy of the limelight when fighting for the rights of the hard working “little guy” in court, but most recently the light shined directly on him in a new television reality-based show called “How’d You Get So Rich?” The program, hosted by comedienne Joan Rivers on TV Land Prime, premiered August 5 and featured the rags-to-riches story of Zarco and others who pursued and made millions living the American Dream. On August 3, the show’s subjects were guests of honor at a premiere party hosted by Rivers at her Manhattan apartment.

“How’d You Get So Rich?” takes a humorous and engaging look at how some wealthy people earned their money and how they spend it. Episode one features Zarco, the son of Cuban immigrants, who told Rivers how he built a multi million dollar fortune going to bat for mom and pop and other business owners who are taken advantage of by big franchise and manufacturing companies. He shared how he learned the art of entrepreneurship at a tender age of seven when he started his own landscape business, which then allowed him as a teenager to purchase his own waterfront two-bedroom, two-bath condo. Robert also talked about how he scrubbed toilets at Harvard to help pay for his college education, all while giving Rivers a tour of his \$23 million estate on Miami Beach and a ride on one of his three boats-- a \$3 million Azimut Yacht parked out back at his private dock.

TV Land learned about Zarco from a spread in Franchise Times Magazine called *Lifestyles of the Rich in Franchise* that came out last Spring. When a producer called to feel him out about participating, he was hesitant at first, but then agreed when he learned the motivational and inspirational aspects of the show.

“With the economy in trouble and people losing their jobs and personal wealth, I was concerned how I might be perceived in a program like this,” said Zarco. “But then I thought that if my personal story could inspire and motivate other people to try and

achieve the American Dream through hard work, persistence and determination, then it would be the right thing to do.”

Zarco said there was a secondary reason he allowed cameras into his home.

“Franchisees are the little guys who often get taken advantage of by the big franchisers with deep pockets. I wanted to send a message to these franchisers that they will never outspend us. If we go after them to protect our clients’ rights, we’ll be in for the long haul—until justice is served.”

“Zarco. For more information on the program log on to www.tvland.com.



About Robert Zarco:

Robert Zarco is the founding partner of Zarco, Einhorn, Salkowski & Brito, P.A. a full-service law firm that specializes in franchise law and other commercial litigation matters. Zarco has earned national and international recognition in the area of franchise litigation by representing franchisees throughout the world including Mexico, France, Holland, Germany, Australia, New Zealand, Portugal, and the Caribbean in disputes involving major franchise systems including McDonald's, Burger King, Dunkin' Donuts, 7-Eleven,

Arby's, Kentucky Fried Chicken, Tony Roma's, Coca-Cola, Decorating Den, Miami Subs, T.G.I. Friday's, Manhattan Bagel Co., Blimpie's, Pepsico Inc., Kenny Rogers Roasters, Holiday Inn Hotels, Best Western Hotels, Quality Inn Hotels, Ramada Hotels, Johnny Rockets, T.C.B.Y., Little Caesar's Pizza, and Hot N' Now, among others. Robert has provided expert testimony before various state legislatures and actively lobbies both state and federal congressmen, representing the franchisees' interests and promoting the enactment of "Fair Franchising" legislation.

Robert travels nationwide presenting lectures on topics vital to franchisees such as the 7-Eleven Independent Franchisees held in Arizona, Oregon, New Jersey, Nevada, Illinois and Michigan, The American Franchisee Association Annual Convention in Nevada, The Florida Restaurant Franchisee Association in Florida, The Kentucky Fried Chicken Independent Franchisees in Georgia, The Radio Shack Dealer's Association in Nevada, The White House Conference on Small Businesses in Washington, D.C., The Denny's Franchisee Association in Arizona and The American Franchisee Association in Nevada.

For more log on to www.zarcolaw.com.