



Forbes Announces New Publishing Partnership With Flipboard

New York, New York (May 2nd, 2011) - Forbes announces that it is partnering with Flipboard, a social magazine available on the iPad. Using Flipboard Pages' technology, Forbes' social feed will be available on this iPad application in a highly readable format. Forbes will also be a "Featured Section" on Flipboard. Forbes on Flipboard is available via <http://publishers.flipboard.com/Forbes#>.

"Our goal is to let the Forbes audience read and share our stories any time, from any device. Flipboard delivers a terrific magazine-like experience on the iPad and now we've combined the two: the clean, authoritative look of Forbes with Flipboard's engaging, social format," says Bruce Upbin, Managing Editor of Forbes.

Flipboard Pages automatically convert the links shared in social streams (Twitter, Facebook) into a full-page, paginated reading experience, similar to reading a magazine. Working with Flipboard, Forbes has created its own stylized template, unifying the Forbes reading experience across all platforms.

To Download Forbes on Flipboard Visit:
<http://publishers.flipboard.com/Forbes#>

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the leading business site on the Web that reaches on average more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* magazine, in addition to licensee editions in China, Croatia, Bulgaria, India, Indonesia, Israel, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey and Ukraine.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 20 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D'Vorkin is Chief Product Officer.

About Flipboard:

Flipboard is the world's first social magazine. Inspired by the beauty and ease of print media, Flipboard's mission is to fundamentally improve how people discover, view and share content across their social networks. Start reading your magazine by downloading Flipboard at www.flipboard.com. The company is based in Palo Alto, California and backed by legendary investors Kleiner Perkins Caufield & Byer, Index Ventures and Insight Venture Partners. You can follow us at twitter.com/flipboard.

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