



**25-YEAR MEDIA VETERAN JACK LASCHEVER
REJOINS FORBES MEDIA AS CMO**

New York, N.Y. (September 12, 2011) – Kevin Gentzel, Chief Revenue Officer at Forbes Media, today announced that Jack Laschever has rejoined the Company as Chief Marketing Officer. A 25-year veteran of the media industry, Mr. Laschever originally joined Forbes in July 2004, and left to serve DPEC Partners as a Senior Managing Director of Venture Capital. At Forbes, he was Vice President and Group Publisher overseeing *ForbesLife* and custom publishing.

“It’s exciting to have Jack back at Forbes, and I’m confident that he’ll make immediate contributions to the business,” said Mr. Gentzel.

Prior to joining Forbes, Mr. Laschever was President of the Miller Sports Group, publishers of *Tennis*, *Cruising World* and *Sailing World*. Jack began his career in advertising sales with the launch of *European Travel and Life*, and then joined *Esquire* magazine. He also held several key positions at American Express Publishing, including Associate Publisher of *Travel & Leisure* and Publisher of *Departures*. He had also served as Publisher of *GQ*.

Mr. Laschever replaces Jorge Consuegra, who has decided to leave the company to pursue new opportunities.

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 Africa, Bulgaria, China, Croatia, Czech Republic, India, Indonesia, Israel, Kazakhstan, 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. Kevin Gentzel is Chief Revenue Officer.

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