

**FORBES REVEALS GOOGLE & OTHER SEARCH ENGINES
DIVULGING CONFIDENTIAL INFORMATION****You Can Fight Back...Up To a Point**

New York, NY (July 28, 2004)— The search industry is raging, with \$1.5 billion in revenue expected this year, up 150% from 2003. Google's hotly anticipated \$3.8 billion public offering is just around the corner. In its current issue, *Forbes* demonstrates how sensitive, defamatory, confidential or embarrassing information is increasingly finding its way into search results in "Google Me Not" (p. 102). Personal correspondence, including transcripts of intimate instant-messaging exchanges, can be unearthed by search engines. Like libraries, Google and its search rivals do not assume responsibility.

ALSO IN THIS ISSUE:

AN EXPENSIVE OPTION (p. 116)— Employee stock options are numerous in Silicon Valley. High-tech companies so far are winning the fight in Congress to stop the push from accounting rulemakers to get stock options subtracted as an expense from corporate profits. *Forbes* found that high-tech companies are keeping quiet about a very real, very huge expense connected to stock options.

AFTER THE ACCIDENT (p. 134)— A chemical related to the active ingredient in marijuana may be the first hope for victims of traumatic brain injury.

SKY KINGS (p. 76)— It's time for a revolution in business travel. As the big airlines head into turbulent skies, two old aces are back— trying to revolutionize the way we fly. Robert Crandall, formerly of AMR Corp, parent of American Airlines, and Donald Burr, founder of People Express, are working to create an industry of air taxicabs with Pogo.

SAVING CHRYSLER (p. 58)— An automaker and its union workers are gambling that an innovative factory concept will rescue them both from extinction.

CATCHING THE BAD BUG (p. 70)— Anthrax is the government's most present bioterror danger. Our defense: crossed fingers and a group of tiny biotechs scrambling for a couple billion from Washington.

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