



**Lewis Dvorkin to Lead All Forbes Editorial Areas
as Chief Product Officer**

The Company to Acquire *True/Slant*

New York, New York (May 25, 2010) – Forbes announced today that it had agreed in principle to acquire *True/Slant*, a unique, web-based, news platform company. Founder and Chief Executive Officer Lewis Dvorkin of *True/Slant* will be joining Forbes to lead all editorial areas at Forbes as Chief Product Officer effective June 1.

Mr. Dvorkin started consulting with Forbes in April of this year. He had been Executive Editor of the *Forbes* magazine from December 1996 to April 2000. In his new capacity Mr. Dvorkin will be creating and implementing many new initiatives in the editorial product and the engagement of Forbes's audiences. He will be charged with re-architecting the Forbes.com website; redesigning the magazine; and will assume responsibility for all editorial product across Forbes.

In making the announcement Tim Forbes, President and COO said: "These times demand new models for delivering information and engaging audiences and for the ways we run our business.

"Lewis Dvorkin, a seasoned journalist (including a previous stint with Forbes), a business entrepreneur and founder of *True/Slant*, and a social media pioneer is the ideal leader for Forbes editorial vision and products at this stage.

"Forbes mission and message will not change. There will be new opportunities for people inside Forbes; new opportunities for audiences to have a deeper relationship with Forbes; and new opportunities for marketers to engage with our important audiences. "

"To participate and lead Forbes into its next stage of media life is truly exciting," said Mr. Dvorkin. "Forbes is a trusted brand with deep and specific meaning to those interested in information that inspires and enables them to succeed and to create wealth." He continued, "With all of Forbes's great experts, the wealth of Forbes data, and its real-time web features, we have a unique ability to stimulate the social media conversation. Our journalists, producers, audiences, marketers and all variety of entrepreneurs will be engaged as they never have been before with one another. Forbes is stepping ahead of everyone on this one."

Mr. Dvorkin brings to this new position thirty-five years experience in both old and new media platforms. Besides his years at *Forbes*, Mr. Dvorkin was Page One Editor of *The Wall Street Journal*, a Senior Editor at *Newsweek*, and an editor at *The New York Times*. After leaving *Forbes*, Mr. Dvorkin was Senior Vice President, Programming at AOL, where he was responsible for News, Sports and Network Programming and played a significant role in the launch of TMZ.com.

Forbes Media encompasses *Forbes* magazine and Forbes.com, the #1 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* and *ForbesWoman* magazines, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Latvia, Poland, Romania, Russia and Turkey.

Contact: Monie Begley – mbegley@forbes.com – 212-620-1887