

FORBES: AMERICA'S BEST COMPANIES



New York, NY (January 12, 2010) – Forbes named Monsanto its Company of the Year for 2009, based on its economic achievement and efforts to make humanity better, introducing a new generation of biotech crops that will help feed the world (**The Planet Versus Monsanto, p. 64**). Its sales have increased at an annualized 18% increase over five years, as the company has dared to modify the genes in corn and soybean. Other companies profiled in Forbes' look at America's Best Companies include:

- **The Carbon Windfall (p. 70)** – Exelon's chief executive John Rowe oversees America's biggest nuclear fleet. He has been planning for expensive carbon for a decade, and now it's time to push for the payoff.
- **Risk Manager (p. 76)** – BlackRock is caught in the cross fire between Main Street and Washington. Can its leader protect the company's profits and reputation? Forbes profiles Laurence D. Fink.
- **Looking Forward (p. 80)** – Visit forbes.com/sneakpeek for a glimpse of what's in store for business and the economy in 2010.

ALSO IN THIS ISSUE:

When Big Money Doesn't Play Ball (p. 26) – Tiger Woods is not the only sports institution suddenly starving for sponsorship dollars. These days, companies are stepping back to evaluate whether a sponsorship really provides a substantial return on investment.

Paying Retail (p. 40) – Wal-Mart is famous for squeezing suppliers. But it took a lawsuit to make it equally exacting with its employees' retirement savings. Forbes reveals that Wal-Mart's employee 401(k) plans are riddled with skimpy fund selections, poor cost disclosure and fees that fail to take advantage of bulk buying power.

First Down and 60 (p. 48) – Forbes profiles former TD Ameritrade chief executive Joe Moglia, who has started a new career: coaching college football. Plus, Forbes ranks the most valuable teams in college football at www.forbes.com/sportsmoney.

Good Banks, Bad Banks (p. 29) – Forbes drills deeper into the health of the 100 largest banks and thrifts to value the best and worst. Visit www.forbes.com/bank-ratings.

Online Publishing's White Knight (p. 56) – Rubicon Project, the two-year-old advertising tech company, aims to help digital media outlets get more revenue. Its survival and theirs are at stake.

Share Float (p. 52) – Gavin McClurg traded job-hopping for the corner office aboard a 57-foot catamaran, and is still pinching himself.

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