



## FORBES: THE NEXT \$100 BILLION TECHNOLOGY BUSINESS

**New York, NY (January 3, 2011)** —*Forbes'* latest cover story, “Gene Machine” (p. 68), showcases the Personal Genome Machine (PGM) invented by engineer and entrepreneur Jonathan Rothberg. The machine – the smallest and cheapest DNA decoder ever to hit the market – could have as dramatic an impact as any technology since the personal computer, and could ignite the next \$100 billion technology market. The new technology, DNA sequencing, could transform not just medicine, but agriculture, biofuels and consumer products as well.

### ALSO IN THIS ISSUE:

**THE MAN BEHIND OPRAH (p. 16)** – A longtime TV exec, David Zaslav conceived the new all-Oprah cable network for Discovery Communications. Its fate will help define him – one way or another.

**UNDER THE GUN (p. 84)** – As military spending shrinks, BAE Systems needs a transformation. Linda Hudson wants to diversify the product, fast, and focus more on weapon cost. Read about her bold plan for the defense giant.

**READY FOR BUSINESS (p. 25)** – Paul LePage, Maine’s Republican governor-elect, went from homeless teen to Maine’s next governor. Can he save the state’s economy, too?

**REWRITE YOUR WILL (p. 46)** – With couples now able to pass on \$10 million untaxed, it’s time to redo your estate plan.

**THE OTHER GOLD (p. 44)** – If you like gold, but want income, longtime value investor Jim Barrow sees better value in Big Oil. Here are some recommended high-energy stocks and funds.

**THE ULTIMATE YACHTING MACHINE (p. 66)** – Intermarine’s newest yacht – the \$2.2 million Intermarine 55 – is designed by BMW with an eye towards families.

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