

**EMBARGOED UNTIL 6:00 P.M. EDT,  
WEDNESDAY, MARCH 25, 2009**

## **FORBES REPORTS ON THRIVING IN THE DOWNTURN Plus: Best Places for Business and Careers**

**New York, NY (March 25, 2009)** – The April 13 issue of *Forbes* introduces remarkable entrepreneurs who are prospering in the depths of recession by offering unique luxury goods (**Thriving in the Downturn, beginning on p. 72**). Small businesses run on gumption and grit during the best of times, and must embrace any imaginative means just to survive during the worst. But with healthy order backlogs, lean staffs, and a passion for quality products, these entrepreneurs have a layer of insulation that bigger outfits don't during challenging economic times. From hand-built bikes to pricey puppies, find out who is thriving in the downturn and how.

### **Forbes announces its 11<sup>th</sup> annual ranking of the Best Places for Business and Careers:**

- **Tar Heel Nation (p. 102)** -- North Carolina and Colorado are clear winners among the top 20 Best Places, with California bringing up the rear.
- **Recession Rah-Rah (p. 100)** – College towns used to be recession-proof, but no matter how good your football team is or how many Ph.D.s you have, no town can duck a contraction as broad and deep as the current one.
- For more on this ranking including specific statistics, an interactive city screener and advice from locals, visit [www.forbes.com/bestplaces](http://www.forbes.com/bestplaces) after 6 p.m. EDT on Wednesday, March 25.

### **Also in this issue:**

**Golf's New Face: The Tao of Boo (p. 92)** – Boo Weekley is exactly the kind of player the PGA tour needs to survive the recession. Forbes profiles this colorful character as part of a special report on golf: visit [www.forbes.com/golf](http://www.forbes.com/golf) after 6 p.m. EDT on Wednesday, March 25 for a short film featuring a Pete Dye-designed golf course in Manhattan, the latest high-tech golf gear, the highest-earning men and women professional golfers, and the greatest shots ever made.

**Black Gold (p. 96)** – Find out how Goldman Sachs was at the center of the oil trading fiasco that bankrupted pipeline giant Semgroup.

**Goldilocks Stocks (p. 46)** – In the worst market for dividend stocks in decades, Schwab Dividend Equity's Paul Davis is looking for companies that pay out neither too little nor too much.

For these stories and more, visit [www.forbes.com](http://www.forbes.com) after 6 p.m. EDT on Wednesday, March 25.

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