

**EMBARGOED UNTIL 6:00 P.M. EDT,
WEDNESDAY, MAY 20, 2009**

***RISING IN MOTOWN'S RUINS:
FORBES REPORTS ON THE NEXT DETROIT***

New York, NY (May 20, 2009) — The implosion of General Motors and Chrysler has sparked a flurry of innovators reminiscent of the entrepreneurs in the car industry's early days when the likes of Henry Ford, Ransom E. Olds, and Henry Studebaker competed for technological leadership with steam-, electricity-, and gasoline-powered cars. The latest issue of *Forbes* reports on the determined shift toward a greener, more cost-efficient car industry taking place today (**Automakers' Gold Rush, p. 70**). A new generation of entrepreneurs just might give America another century in this vital industry.

ALSO IN THIS ISSUE:

The Haggles Economy (p. 26) – According to research, 72% of Americans have negotiated for lower prices recently, up from just a third five years ago. Sure, millions have lost their jobs and wealth has vanished, but the silver lining: you can get a discount.

Work Reinvented (p. 90) – These days, many people are embracing the risks of entrepreneurship, or transforming what they do within a large corporation. Learn what you can do to reinvent your career.

The Health Tests You Need (p. 52) – If you are healthy, and trying to stay that way, there is a very short list of important, relatively low-tech tests you should have. *Forbes* lists the eight health tests that could save your life.

Privacy Perils (p. 34) – It turns out that the deluge of privacy notices has caused more harm to consumers than good. Is there a way out of the current, overly legalized approach to privacy which seems to make no one happy?

DIY Sleuthing (p. 42) – Is your broker another Madoff? *Forbes* provides pointers for do-it-yourself sleuthing to check out the people managing your money.

A Ghost from the Past (p. 30) – These days, Suze Orman is everywhere – from doling out advice on CNBC to being profiled by the *New York Times Magazine*. But *Forbes* reveals that she is now facing a lawsuit over a policy she sold a decade ago.

**For these stories and more, visit www.forbes.com after 6 p.m. EDT on
Wednesday, May 20, 2009.**

Contact: Elizabeth Wasden at (212) 367-4157 or ewasden@forbes.com.