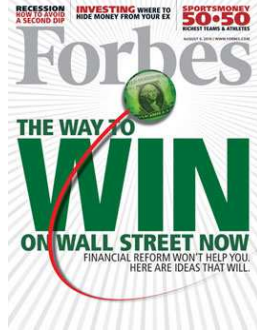


EMBARGOED UNTIL 6:00 P.M. ET,
WEDNESDAY, JULY 21

PLEASE INCLUDE A LINK TO WWW.FORBES.COM IN ANY COVERAGE

THE WAY TO WIN ON WALL STREET NOW: IDEAS FOR MAKING SMART INVESTMENT DECISIONS



New York, NY (July 21, 2010) – The majority of Americans feel frustrated or upset by their financial circumstances, but the latest issue of *Forbes* shows investors how to gain the upper hand by making smart decisions (**Beat the Street, p. 66**). While you can't count on federal reform for help, *Forbes* offers practical ways to outsmart the rigged game of playing the markets, and protect yourself as Wall Street continues to get rich.

ALSO IN THIS ISSUE:

SportsMoney 50/50 (p. 76) – Forbes has ranked the most valuable players and teams in sports. See how the hottest athletes stack up against one another (*Lance Armstrong, Tiger Woods, Kobe Bryant, Phil Michelson, Shaquille O'Neal, Derek Jeter*) as well as the global franchises (*Yankees, Manchester United, Patriots, Cowboys, Chelsea, Giants*) that bring in the most bucks.

Keynes Who? (p. 32) – Stimulus fans like Paul Krugman say government spending will turn the economy around. But Harvard economist Robert Barro says spending will just make the financial crisis worse. *Forbes* breaks down both sides of this argument.

93 And Counting (p. 38) – The jig seems to be up on the runaway-Toyota scare: looks like the media is not letting the facts get in the way of a good story.

Bring it Onshore (p. 46) – Looking to hide money from your ex-spouse, creditor, or litigants? Offshore trusts are a far less attractive option these days.

Uncovering a World of Cheap Stocks (p. 50) – If you want to be a value investor, you have to hold your nose and be willing to hold it for a long time. Skip China and Brazil, and look for slow-moving companies in Europe and Japan.

Blowout Beneficiary (p. 78) – BP's spill is scaring oil and gas majors out of deep water, which is good news for shale gas pioneer Range Resources.

For these stories and more, visit www.forbes.com/forbes after 6p.m. ET on Wednesday, July 21.

Contact: Elizabeth Wasden, ewasden@forbes.com or 212.367.4157.