

**EMBARGOED UNTIL 6:00 P.M. ET,
WEDNESDAY, SEPTEMBER 10**

***FORBES ON THE HOTTEST SPOT IN TECHNOLOGY: DATA CENTERS
Plus: The New Retirement Trend; and Is the U.S. Government Going Broke?***

New York, NY (September 10, 2008) — In its cover story, the latest issue of *Forbes* goes inside electricity-hogging data centers, where the cost to keep them cool is outpacing the machines themselves (**Switchcraft, p. 68**). Following an unprecedented construction boom, it has been predicted that data centers will consume 3% of the global electricity supply by 2010. In the next four years, it is expected that businesses, governments, and research labs will be spending an estimated \$85 billion a year just on the equipment necessary to keep their infrastructures up and running. Cisco Chief Executive John Chambers is ensuring that his company is poised to take a profitable slice of this high tech business: Cisco's biggest electricity switch is the Nexus 7000, which cost over \$1 billion to develop, using more than 500 engineers. Operating at a speed of 15 terabits a second, it does the tricky job of unifying servers, data storage and virtualization software, and costs between \$500,000 -- \$1 million for a fully loaded version. **For this story and more, visit: www.forbes.com.**

ALSO IN THIS ISSUE:

Here's a Plan: Work Longer (p. 96) – Work is fast becoming the crucial fourth leg supporting retirement – along with the traditional three of Social Security, employer pensions and private savings. Boomers now approaching retirement expect to hang on to their career jobs longer than earlier generations did and to continue to work at least part-time after leaving them. Learn why boomers are embracing this new approach.

Is the U.S. Going Broke? (p. 34) – The federal government has taken over Fannie Mae and Freddie Mac, amassing an additional \$5 trillion to its already massive debt. The U.S. government acknowledging and fixing its long-term fiscal crisis will provide the financial industry something it desperately seems to need: an honest financial role model. But the longer we wait, the more likely the U.S. will be hit by a true economic earthquake.

Gmail in the Corner Office? (p. 44) – Microsoft dominates the office-applications market, and has 62% of big corporate Email in-boxes. But, Google is gaining momentum, as it assaults Microsoft's core business.

In-House Calls (p. 30) – Are work-site clinics the wave of the future? Employers like Toyota, Goldman Sachs, and Continental Airlines are supplying a company doctor to those who work for them. Find out what's driving this shift in healthcare, and if it will take off.

Knitters Without Windows (p. 74) – Microsoft is trying to figure out how to generate revenue in India, which is a surprisingly tough place in which to sell software. Will the tech giant find a way to play in the world's second-most populous nation?

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