

4G World 2010 and Forbes Magazine Announce Collaboration Through Conference Panel Opportunity and Special Advertising Section

Unique Approach Extends Value to Large and Influential Audience

BOSTON – May 3, 2010 – 4G World 2010 and Forbes magazine today announced their collaboration on a new publishing and event program for mobile-Internet-focused companies.

Forbes and 4G World 2010 are jointly developing a special mobile Internet supplement that will be published in Forbes magazine's October 11 issue and distributed at 4G World, which will be held in Chicago Oct. 18–21, 2010. This advertising opportunity, in conjunction with an executive-level conference panel at the event, provides sponsors with a powerful thought leadership platform that will reach 6 million influential Forbes readers and more than 10,000 4G World attendees. 4G World is the first and only conference and expo covering the entire ecosystem of next-generation technologies that enable the mobile Internet revolution.

"4G World 2010 is pleased to collaborate with Forbes magazine in offering this unique opportunity to mobile Internet companies," said Eliot Weinman, President, Events and Media Division of Yankee Group and 4G World Conference Chair. "Forbes Magazine has a long-established reputation of delivering outstanding perspectives on business and technology. This relationship is a natural one for both of us and it will bring value to a very large and influential audience."

"The powerhouse combination of Forbes magazine and 4G World 2010 brings together the high-level decision makers and technology experts that companies offering mobile communications solutions need to reach," said Selden Blommer, Executive Director, Forbes Custom Solutions. "We're delighted to be working with 4G World 2010 to offer this new program and create a productive dialogue around this critical topic."

Entitled "Harnessing the Mobile Internet," the special advertising section will provide Forbes readers with a real-world view of the future of the mobile Internet and its impact on business and the consumer. In the special section, industry leaders will offer their perspectives on how the Internet is evolving and what organizations can do today to capitalize on the Internet opportunities of the future. The section will also set the stage for 4G World 2010.

The executive-level conference panel will feature thought leaders who will be engaged by an analyst moderator from Yankee Group. The insightful and interactive session will explore key topics related to the mobile Internet and covered in the special advertising section.

About Forbes Media and Forbes Custom Solutions

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web, which reaches on average more than 17 million people monthly. The company publishes Forbes and Forbes Asia, which together reach a worldwide audience of more than 6 million readers. It also publishes ForbesLife and ForbesWoman magazines, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Poland, Romania, Russia and Turkey. Forbes Custom Solutions is uniquely qualified to provide custom content targeted to business executives, investors and affluent consumers.

About 4G World

4G World™ is the first and only conference and expo covering the entire ecosystem of next-generation technologies that enable the mobile Internet revolution, including mobile network infrastructure, advanced devices, applications and content. Now in its second year, the event is expected to draw more than 10,000 attendees and 250 sponsors and exhibitors from across the entire 4G wireless, mobile broadband and mobile Internet ecosystem. 4G World is the premier 4G business transformation event, where the entire industry gathers to chart its future direction.

4G World is produced by the Events and Media division of Yankee Group Research. The 2010 event will take place October 18–21 at McCormick Place, Chicago. The event website is: <http://www.4gworld.com>.

Contact:

4G World
Kate Walsh
Sr. Director of Marketing
Yankee Group Events and Media
kwalsh@yankeegroup.com

Forbes Media
Wesley Nam
Director
Custom Solutions
wnam@forbes.com