

Forbes To Identify America's Most Promising Companies

Launches New Related Editorial Section On Forbes.com

New York, New York (May 6, 2009) – Forbes today announced that in 2009 it will be ranking the top-emerging companies in the United States for a new editorial feature, “America’s Most Promising Companies.” Forbes.com this week launched a new related editorial section within the Entrepreneurs channel, called Promising Companies, available at: www.forbes.com/promising. HP is the preferred technology partner and sponsor of the America’s Most Promising Companies ranking.

“This significantly extends the exciting work we do to provide entrepreneurs with the tools and expertise they need to run their businesses better,” said Brett Nelson, Entrepreneurs Editor for Forbes.

As part of the new feature, Forbes.com is teaming with The Venture Alliance (TVA), a boutique investment advisory to early-stage companies that has developed the most comprehensive free assessment survey on the market. This tool will help determine a company’s potential – including how fundable it is – and will provide guidance to entrepreneurs on how to make their businesses even more attractive to potential investors. “Working with TVA’s proprietary scoring algorithm to identify a list of America’s Most Promising Companies ensures that the ranking is grounded in the kind of real-world analysis typically performed by professional investors,” said Nelson. The survey is available at: <http://www.forbes.com/ampcSurvey/questionnaire.html>

Businesses with top ratings will receive:

- Chance for a spot on Forbes’ upcoming list of America’s Most Promising Companies
- The highest scorers will be given fast-track status for a funding term sheet with TVA Capital (TVA’s investment banking side) and its funding partners
- Opportunity to win a business consultation with a celebrity entrepreneur
- Official Forbes accreditation
- License to receive America’s Most Promising Companies logo on marketing materials
- Opportunity to win top-of-the-line products and services from HP.

“Rather than pay thousands of dollars to a business consultant, with our survey entrepreneurs can answer straightforward questions on a Web-based form and quickly receive a meaningful look at how their companies might look to a professional investor. It will be the most important hour entrepreneurs will invest in their businesses this year,” added Nelson.

The new section will feature a video-recorded celebrity roundtable of business luminaries who will discuss pressing issues on the minds of millions of entrepreneurs, among other related content. Guiding discussion themes may include how to raise money, cash management/re-investment strategy, the secret to innovation, bolstering morale, how to thrive in a downturn, how to use technology to benefit business, and the role of government.

“HP applauds entrepreneurs in pursuit of their dreams and welcomes the opportunity to understand their technology needs and find new ways to help small businesses be successful,” said Satjiv Chahil, senior vice president, worldwide marketing, Personal Systems Group, HP. “Together with Forbes, we are empowering America’s Most Promising Companies to reach their full potential.”

Forbes Media

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches 18.6 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 5.4 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to local-language licensee editions in China, Croatia, Israel, Japan, Korea, Poland, Romania, Russia, Turkey and the United Arab Emirates. Other Forbes Media Web sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

Contact: Debbie Weathers – dweathers@forbes.net – 212-366-8848