



FORBES MEDIA ACQUIRES FLIPGLOSS PHOTO PUBLISHING PLATFORM

FlipGloss-Powered Experience Sponsored by Lexus Debuts on Forbes.com

New York, NY (Thursday, November 12, 2009) – Forbes Media today announced that it has acquired FlipGloss Media and its Digital Glossy Insert™ photo publishing platform.

The technology is featured with Forbes' new ranking of "The World's Most Powerful People," available on Forbes.com at www.forbes.com/power and in the November 30 issue of *Forbes* magazine. Lexus is the exclusive sponsor of the Most Powerful People ranking.

"We're always looking for ways to heighten the Forbes.com user's experience with our content," said Michael Smith, President of Forbes.com. "Incorporating FlipGloss' dynamic technology into Forbes.com with the launch of 'The World's Most Powerful People' ranking offers a premium environment with an interactive photo experience that lets users flip through photo content of the 'Seven Most Powerful Innovators' feature, and interact with images to reveal extended editorial content about each innovator."

FlipGloss was founded in 2008 to enable premium publishers and advertisers to create and distribute interactive, magazine-style content packages that dramatically increase user engagement and ad performance. The FlipGloss Digital Glossy Insert™ slideshow experience lets users 'Flip, Hover, and Discover' editorial content and ads in a unified, interactive image stream.

"We are excited to combine FlipGloss with Forbes.com and its deep offering of photo content features. Forbes' focus on innovation for users and advertisers creates the ideal environment for the FlipGloss platform," said Kerry Trainor, co-founder and CEO of FlipGloss Media.

Forbes Media and FlipGloss Media are privately held companies. Terms of the transaction were not disclosed.

Forbes Media

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 5.5 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to licensee editions in China, Croatia, India, Israel, Korea, Poland, Romania, Russia and Turkey. 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.

About FlipGloss

FlipGloss™ enables premium publishers and advertisers to create and distribute interactive, magazine-style content packages that dramatically increase user engagement and ad performance. FlipGloss Digital Glossy Insert™ slideshow experience lets users 'Flip, Hover, and Discover' editorial content and ads in a unified, interactive image stream that can be embedded on any web page using FlipGloss' publishing platform. FlipGloss is headquartered in Santa Monica, Calif., with offices in New York City. For more information, please visit www.flipgloss.com.

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