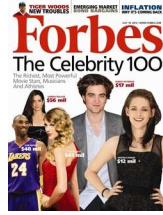


**\*PLEASE INCLUDE LINK TO [WWW.FORBES.COM/CELEBS](http://WWW.FORBES.COM/CELEBS) IN ANY COVERAGE\***

**OPRAH WINFREY RECLAIMS #1 SPOT ON FORBES' CELEBRITY 100 POWER LIST**

*Lady Gaga, Conan O'Brien, and Twilight stars Robert Pattinson and Kristen Stewart Debut*



**NEW YORK, NY (June 28, 2010)** –**Oprah Winfrey** is once again the World’s Most Powerful Celebrity on Forbes’ 2010 Celebrity 100 list with \$315 million in earnings. This is the fourth time Oprah has held the #1 spot, returning to the top position after being ousted by **Angelina Jolie** last year, who slips to #18 this year. The earnings power of Forbes’ Celebrity 100 list remains remarkably resilient with this year’s stars having earned a collective \$4.7 billion during the past year, up from \$4.1 billion in 2009.

**Beyonce Knowles** climbs two spots to #2, after a successful year touring and continuing to grow her empire which includes music, fashion, fragrance, and a slew of endorsement deals. Riding the box office success of *Avatar*, **James Cameron** (#3) returns to the list for the first time since 1999, raking in \$210 million over the past year. Despite personal and professional setbacks, **Tiger Woods** (#5) remains high on the list: he managed to earn \$105 million during the past year even as his revenue streams have diminished and his golf course design business struggles in the troubled global economy.

**Lady Gaga** (#4) is the list’s top-ranked newcomer, leading a group that includes *Twilight* co-stars **Robert Pattinson** (#50) and **Kristen Stewart** (#66), late-night host **Conan O’Brien** (#51), the **Black Eyed Peas** (#16), **Robert Downey, Jr.** (#73) and **Chelsea Handler** (#98).

Rounding out the Top Ten: tabloid pop princess **Britney Spears** (#6) and **U2** (#7), who earned \$130 million last year thanks in large part to a successful world tour; **Sandra Bullock** (#8) whose films succeed both critically and at the box office, plus a high-profile separation from her husband kept her name in the headlines; top-earning actor **Johnny Depp** (#9); and **Madonna** (#10) who earned \$58 million last year.

NAME	2010 Rank	Earnings	2009 Rank
Oprah Winfrey	1	\$315 million	2
Beyonce Knowles	2	\$87 million	4
James Cameron	3	\$210 million	Returnee
Lady Gaga	4	\$62 million	New
Tiger Woods	5	\$105 million	5
Britney Spears	6	\$64 million	13
U2	7	\$130 million	Returnee
Sandra Bullock	8	\$56 million	92
Johnny Depp	9	\$75 million	Returnee
Madonna	10	\$58 million	3

**For the full list and more, visit: [www.forbes.com/celebs](http://www.forbes.com/celebs) after 6 p.m. ET on Monday, June 28.**

Forbes’ celebrity power ranking is a measurement of entertainment-related earnings over the past 12 months as well as visibility (exposure in print, television, radio, online, and social media).

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