

## **FORBES AND E! ENTERTAINMENT ANNOUNCE TWO YEAR PARTNERSHIP TO PRODUCE SPECIALS AND PILOTS**

**New York, NY (April 30, 2009)** – Forbes and E! Entertainment announced today a partnership to produce eight hour-long celebrity specials as well as two half-hour celebrity lifestyle pilot shows through 2010. This new deal extends a partnership that originated in 2004 with E! to produce Forbes content-generated countdown specials based on celebrity topics.

The shows will be broadcast in high definition and will feature content based on Forbes editorial in a list format and will offer a glimpse into the world of celebrity lifestyles. Forbes editors and writers will appear throughout each E! special bringing their unique and expert commentary to the celebrity category.

Forbes President of Television and Licensing, Miguel Forbes commented, “We are thrilled to continue such a successful partnership with E! to produce celebrity lifestyle shows. The partnership has been vital in expanding Forbes’ presence in television.”

Jay James, Senior Vice President, Development, Comcast Entertainment Productions added, “Forbes’ strong reputation in the business and financial community, coupled with E!’s unique ability to bring viewers entertainment content in a way that’s compelling and fun, has resulted in a fantastic collaboration. We are excited to continue working together for more celebrity-driven shows.”

### **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](http://ForbesTraveler.com); [Investopedia.com](http://Investopedia.com); [RealClearPolitics.com](http://RealClearPolitics.com); [RealClearMarkets.com](http://RealClearMarkets.com); [RealClearSports.com](http://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.

### **Comcast Entertainment Group:**

Based in Los Angeles, Comcast Entertainment Group operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment, and E! Online; The Style Network, the destination for women 18-49 with a passion for the best in relatable, inspiring and transformational lifestyle programming; G4, offering the last word on gaming, technology, animation, interactivity and "geek culture" for the male 18-34 demo; and FEARnet, the world's premier horror and thriller destination on demand, online and on mobile devices. E! is currently available to 96 million cable and direct broadcast satellite subscribers in the United States. In 2006, E! launched the E! Everywhere initiative underscoring the company's dedication to making E! content available on all new media platforms any time and anywhere from online to broadband video to wireless to radio to VOD. The Style Network currently counts 60

million cable and satellite subscribers and G4, the #1 podcasted cable network in America, is available in more than 65 million cable and satellite homes nationwide.

FEARnet is a joint venture between Comcast, Sony Pictures Television and Lionsgate. FEARnet.com ranks as the number one horror web site and FEARnet On Demand is one of the top five VOD networks.

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