

Forbes Launches Intelligent Investing Application On Apple App Store

New York, NY– May 8, 2009 – Forbes.com (www.forbes.com), home page for the world's business leaders and the leading business news Web site, today announced a new *Intelligent Investing* application is available on the Apple App Store. The app offers iPhone and iPod touch users access to content from the *Intelligent Investing* section on Forbes.com. *Intelligent Investing* is sponsored by Zurich Financial Services Group, an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets.

“We're very pleased to offer an innovative application for mobile access to our premier content,” said Paul Maidment, Forbes editor. “From investment philosophies to the state of the global economy, *Intelligent Investing* gives iPhone and iPod touch users direct access to the best minds in business.”

Intelligent Investing provides groundbreaking analysis and insight about the current economic and business climate, and offers a unique video program, “*Intelligent Investing with Steve Forbes*,” a series of one-on-one interviews with financial luminaries, filmed at the Forbes Townhouse in New York City. The show is complemented daily by related conversations, editorial features and panels with prominent industry leaders, Forbes journalists, and experts on the markets and the economy.

App features include:

- “Intelligent Investing with Steve Forbes,” video interviews with the best minds in business and “Townhouse Clips”
- *Intelligent Investing* editorial features, including panel discussions with renowned investment strategists, forecasters and other experts
- A shake function that uses the accelerometer feature of the devices to generate a random quote from Steve Forbes, called “The Daily Steve”
- The ability to save features for later reading using the favorites listing.

Omniture (www.omniture.com), a leader in online business optimization, will provide mobile analytics for the application.

The application was developed by Xignite (www.xignite.com), a leading cloud services provider of on-demand market data and components for financial applications.

Forbes Media

Forbes Media encompasses Forbes and Forbes.com (www.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.

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