

FORBES ANNOUNCES FIRST RANKING OF THE WORLD’S MOST POWERFUL PEOPLE

“Power has been called many things. The ultimate aphrodisiac. The absolute corrupter. A mistress. A violin. But its true nature remains elusive. After all, a head of state wields a very different sort of power than a religious figure. Can one really compare the influence of a journalist to that of a terrorist? And is power unexercised power at all?” – *Forbes*



New York, NY (November 11, 2009) – Forbes has announced its first ever list of The World’s Most Powerful People. In compiling this inaugural ranking, Forbes narrowed the list to 67 people, a number based on the conceit that one can reduce the world’s 6.7 billion people to the one in every 100 million that matter. The goal in compiling this list is to expose power and not glorify it, and over time reveal how influence is as easily lost as it is hard to gain.

The methodology assesses power using four criteria: the number of people one influences; one’s ability to project power beyond one’s immediate sphere of influence; control of or access to significant financial resources; and how actively one wields power. The Top Ten includes:

RANK	NAME	TITLE, ORGANIZATION	COUNTRY (CITIZENSHIP)
1	Barack Obama	President, U.S.	U.S.
2	Hu Jintao	President, People’s Republic of China	China
3	Vladimir Putin	Prime Minister, Russia	Russia
4	Ben S. Bernanke	Chairman, Federal Reserve	U.S.
5	Sergey Brin & Larry Page	Founders, Google	U.S.
6	Carlos Slim Helú	Chief executive, Telmex	Mexico
7	Rupert Murdoch	Chairman, News Corp.	U.S.
8	Michael T. Duke	Chief executive, Wal-Mart Stores	U.S.
9	Abdullah bin Abdul Aziz al Saud	King, Saudi Arabia	Saudi Arabia
10	William Gates III	Co-chairman, Bill & Melinda Gates Foundation	U.S.

Other notable names appearing on the list:

- Financial heavyweights, including: Goldman chief executive **Lloyd Blankfein (#18)**, JPMorgan Chase chief executive **James S. Dimon (#30)**, and billionaire investor and philanthropist **Warren Buffett (#14)**.
- **Pope Benedict XVI (#11)**, spiritual leader of about one-sixth of the world’s population.
- Terrorist **Osama bin Laden (#37)**.
- **Oprah Winfrey (#45)**, whose influence has touched everything from best-sellers to presidents
- *New York Times* Executive Editor **William Keller (#51)**.

For the full list and associated features that will go live on Forbes.com after 6 p.m. ET on Wednesday, November 11, visit: www.forbes.com/power.

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