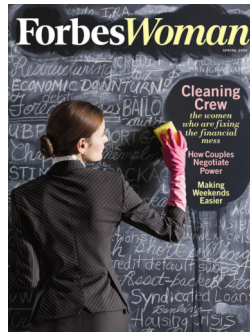


FORBESWOMAN MAGAZINE DEBUTS

The Women Fixing the Financial Mess; How Couples Negotiate Power; Wall Street Women Who Beat the Market; and More



New York, NY (April 2009) – *ForbesWoman* magazine debuts with the provocative cover story, **Cleaning Crew: The Women Who Are Fixing the Financial Mess, (p. 58)**, which reports how women like Elizabeth Warren, Sheila Bair, and Terri Dial are playing crucial roles in cleaning up the chaos that is the United States' financial crisis. Women are still a minority in financial and regulatory circles, however, if they do things right -- and research is showing that women have a more careful approach to risk -- this country's financial problems may shrink rather than grow.

ALSO IN THIS ISSUE:

My Turn, Your Turn (p. 54) – Times are changing: women occupied more than half of the country's managerial and professional positions in 2008, and according to the most recent data available, 26% of wives earned more than their husbands. *ForbesWoman* examines how women's career choices are changing marriage and prompting couples to rethink their assumptions about the balance of power in their relationships.

Make the Most of Your Weekend (p. 28) – From turning off your BlackBerry to scheduling your getaway commute, *ForbesWoman* breaks down tips to make the most of your next weekend.

A Circle of Advice (p. 42) – The women investors of Circle Financial Group are not nearly as shell-shocked as the rest of us when they open their portfolio statements these days. Learn how a group of Wall Street women beat the market.

Across Generations (p. 14) – Moira Forbes is the first female publisher in the nearly 100-year history of Forbes, however the company's focus on women is nothing new at the family-owned business. Learn how *ForbesWoman*, a new multimedia venture, will speak directly to women in a way that only Forbes can.

PLUS: The debate over bare legs in the workplace, the perfect white shirt, and fashionable choices for when it's summer outside but freezing in the office.

For these stories and more, visit www.forbes.com/forbeswoman.
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