

## **Forbes.com Enlists Daylife to Enhance Business Features With Real-Time Content**

NEW YORK – APRIL 28, 2010 –Forbes.com ([www.forbes.com](http://www.forbes.com)), home page for the world's business leaders, and networked content services provider Daylife today announced the first of several initiatives to enhance business sector news and information. Their first collaboration is a significant expansion of Forbes' famous Billionaires coverage, adding real-time news, images, videos and other content to profiles of the world's wealthiest individuals, including Bill Gates, Steve Jobs and Warren Buffett.

Powered by Daylife's SmartTopics ([http://corp.daylife.com/daylife\\_smarttopics](http://corp.daylife.com/daylife_smarttopics)), the newly launched Billionaires topic pages (<http://billionaires.forbes.com/>) are dynamically updated profiles that feature recent Forbes Media articles and videos on each billionaire, supported by relevant photos, videos, coverage timelines, and mentions from 8,000 selected external feeds. The pages also pull from the Forbes' Billionaires database to create an interactive chart that shows the individual's net worth over time. Finally, every topic page links to several related topic pages, creating an endlessly engaging discovery experience.

Forbes.com chose Daylife, the market leader in networked content services, for its curation and aggregation workflow technology, which will enhance original Forbes content, increase traffic and visitor interaction and minimize demands on resources.

Commenting on the collaboration, Forbes Media Managing Editor Bruce Upbin commented, "We're seeing Daylife-powered pages expanding interaction among our readers with a wider variety of stories and videos throughout the site."

"It's exciting for us to work with Forbes.com because the bar is so high: Millions of people around the world turn to Forbes for trusted business information and insight," Daylife's Chief Executive Officer Upendra Shardanand said of the relationship. "We see a unique opportunity to add engagement, context, and up-to-the-minute timeliness to their sophisticated business content."

The Billionaires topic pages are the first in a series of feature collaborations by the two companies, with more slated to launch throughout 2010.

### **About Forbes Media**

Forbes Media encompasses Forbes and [Forbes.com](http://Forbes.com), the #1 business site on the Web that reaches on average more than 17 million people monthly. The company publishes Forbes and Forbes Asia, which together reach a worldwide audience of more than 6 million readers. It also publishes ForbesLife and ForbesWoman magazines, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Poland, Romania, Russia and Turkey.

Other Forbes Media Web sites are: [Investopedia.com](http://Investopedia.com); [RealClearPolitics.com](http://RealClearPolitics.com); [RealClearMarkets.com](http://RealClearMarkets.com); [RealClearSports.com](http://RealClearSports.com); and the [Forbes.com](http://Forbes.com) Business and Finance Blog Network. Together with [Forbes.com](http://Forbes.com), these sites reach on average nearly 40 million business decision makers each month.

### **About Daylife**

Daylife is the leading networked content services provider to the world's best-known media brands and consumer destination websites, including USA Today, ABC News, NPR, and Time Warner Cable's Road Runner. In 2009 Daylife was named one of BusinessWeek's "Fifty Best Tech Startups" and a Top 50 Real-Time Startup by ReadWriteWeb. With its SmartMedia suite, Daylife helps publishers source, manage and compose high quality content at massive scale, turning material from their own catalog and from the best of the web into highly engaging reader- and advertiser-friendly web pages, apps, and widgets. Daylife services include SmartEnterprise, SmartSections, SmartTopics, and SmartGalleries. Founded in 2005, Daylife is headquartered in New York City and recently closed a strategic investment from Getty Images, Inc. Learn more at [Daylife.com](http://Daylife.com).