

Forbes Media Offers Investopedia, the Company's Financial Education Website, for Sale

New York, New York (June 11, 2010) – Forbes Media announced today that Investopedia, the company's financial education website, is being offered for sale.

The Edmonton-based firm has been very successful, growing users and profitability since it was acquired by Forbes Media in 2007. The website offers unique and valuable financial and investor education through its extensive financial dictionary with over 9,000 terms used in personal finance, banking and accounting and through its content generated by financial experts and editorial staff.

The move is part of a larger strategy shift for Forbes Digital.

The Company has retained The Jordan, Edmiston Group to assist Forbes Media in marketing Investopedia.

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 18 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, Latvia, Poland, Romania, Russia and Turkey.

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

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