

Kevin Gentzel Named Chief Revenue Officer at Forbes

Leading North American and European Ad Sales and Marketing

New York, NY (February 25, 2010) - Forbes Media announced today the appointment of Kevin Gentzel as Chief Revenue Officer for the company.

In this newly created position, Mr. Gentzel will lead all advertising sales and marketing for North American and Europe, and will head the teams for *Forbes* magazine, Forbes.com, *ForbesLife* and *Forbes Woman*.

In making the announcement, Steve Forbes, Chairman and Editor-in-Chief said, "Since joining the company in 1999, Kevin has shown his passion for the company and his ability and talent to grow relationships and sales with our clients in creative and original ways. He is a great motivator. It has been a very challenging 18 months and we believe consolidating all our sales and marketing in North American and Europe under Kevin's leadership is a strong, winning strategy."

Most recently Mr. Gentzel served as President and Group Publisher of Forbes Media. In that capacity he created the Brand Intelligence Group in November 2008, which has successfully partnered with the senior-most agency marketing executives to creatively and effectively connect Forbes audiences with our advertisers' core communications goals. Prior to that, Mr. Gentzel served as Chief Advertising Officer for Forbes.com. In the decade he has been with the company, Mr. Gentzel has held other senior sales management positions in New York and the West Coast.

Prior to coming to Forbes, Mr. Gentzel was an advertising sales representative at *Scientific American*. His experience also includes ad sales for *Medical Economics* and *Modern Medicine* magazines.

He is a graduate of The University of Florida with a Bachelor of Arts in English Literature. He resides in Manhattan.

Forbes Media

Forbes Media encompasses Forbes and 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, Israel, Korea, 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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