

Forbes Media Announces Two Promotions

New York, NY (March 16, 2010) – Forbes Media announced today that Robert Pietsch and Meredith Levien will be assuming new and additional roles within the company, both reporting to Forbes Chief Revenue Officer Kevin Gentzel.

In her new role as SVP, Group Publisher/ Forbes Media, Meredith will lead the Forbes print strategy and product leadership with *Forbes* magazine, *ForbesLife* and *ForbesWoman*. In addition, she will also oversee integrated advertising sales in the Eastern Region.

Robert Pietsch, who has been a driving force behind the advertising success of Forbes.com since joining the company in 1999, will retain his Chief Digital Advertising Officer title and will lead the Company's product sales strategy as well as newly developed accountability and measurement tools on Forbes.com. In addition, Robert will also oversee integrated advertising sales in the Western Region.

In making the announcement, Kevin Gentzel, Forbes Chief Revenue Officer, said: "Since starting her career here two years ago, Meredith has demonstrated passion, intelligence and leadership skills that have led to continued success in the travel, fashion, watches and lifestyle advertising businesses at Forbes Media. I am confident that these attributes will propel Meredith to success in her new role."

Added Gentzel: "With his oversight of such game changing digital tools as the "Brand Increase Guarantee," the Total Reach Guarantee and the WSJ Challenge, Robert has constantly raised the bar in the industry and elevated the success of the Forbes.com sales staff. His passion for the business, command of the brand, and knowledge of the marketplace is sure to lead to success."

Levien joined Forbes Media as Vice President and Group Publisher for *ForbesLife* and *Forbes Woman* magazines in April 2008, and oversaw the redesign of *ForbesLife* magazine and the launch of ForbesWoman.com.

Most recently, Pietsch served as President and Chief Advertising Officer for Forbes Media. He joined Forbes.com as Regional Sales Manager of the Bay Area, Southern California and Texas in 1999, and in 2008 was named Group Advertising Director for Forbes.com.

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, Indonesia, 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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