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Forbes.com Launches the AnswerNetwork

Exclusive Social Network Designed to Encourage The Exchange of Professional Knowledge & Expertise

NEW YORK, NY (May 6, 2008) - Forbes.com (www.forbes.com), home page for the world's business leaders, today announced the launch of the AnswerNetwork, Forbes.com's first online social network designed for the person-to-person exchange of knowledge and expertise among business executives, friends and relatives seeking to share and obtain specific knowledge. This application is currently available to Forbes.com users at www.forbes.com/answernetwork.

The AnswerNetwork requires a robust infrastructure to support the exchange of information and deliver personalized assistance that enhances the customer experience. These peer-to-peer interactions are made possible by Cisco, the worldwide leader in networking technology. Users are offered an unprecedented level of support and customer engagement with features such as Live Customer Service, which provides interactive, real-time support through voice or video; and Meet the Experts sessions, which provide access to the knowledge of industry experts through topical online discussions.

To join the AnswerNetwork, users will initially create an anonymous profile that describes the categories of experience for which they are willing to accept questions. Forbes.com will evaluate each user's competencies in order to facilitate incoming requests for information, and profiles will evolve over time to reflect exchanges between users and how each user is evaluated by the network.

Incoming dialogue requests will be classified by category, experience, urgency, importance and language, and will be sent to members who are best qualified to answer a specific question based on their profile. AnswerNetwork users will have access to a currency unit where they will receive credits for answering questions in order to encourage an equitable exchange of information.

"The Forbes.com AnswerNetwork provides senior business decision-makers with access to the knowledge base of potentially millions of business professionals who possess a collective expertise in a broad range of categories," said Jim Spanfeller, President and CEO, Forbes.com. "The network allows for the sharing of deep, vertical knowledge in a safe, trusted environment. We're pleased to team up with Cisco to bring this powerful distribution of information to life."

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