

FORBES ANNOUNCES THE 2009 “BOOST YOUR BUSINESS” CONTEST

Third Annual Contest Offers Entrepreneurs A Chance To Win \$100,000

NEW YORK, NY (Thursday, May 28, 2009) – Forbes.com, home page for the world’s business leaders, invites entrepreneurs to enter its third annual “Boost Your Business” small business contest. Contestants can now submit their entries at www.forbes.com/byb.

In the first round of the contest, open through June 30, contestants submit a 500-word write-up about their small business, including a description of the business model, current capitalization and theoretical plan for investing the prize money. Entries will be judged by small business experts, Forbes.com editors as well as readers. Contestants who survive the first round will be asked to provide more information, including a 30-second “elevator pitch” video recording.

Twenty semi-finalists will make it to the second round, and five finalists will ultimately be selected to compete for a grand prize worth \$100,000 in cash and premium advertising on Forbes.com, based on more detailed business plans and live presentations before a panel of expert judges. The contest runs through November; the grand-prize presentation will honor the winner at an awards ceremony held in December.

“Our contest aims to identify young businesses that, with a bit of nourishing capital, have a real chance at serious growth,” said Brett Nelson, Forbes Entrepreneurs Editor. “Better yet, we hope to educate millions of aspiring entrepreneurs along the way.”

Complete information about the contest is available within the “Boost Your Business” section of Forbes.com’s Entrepreneurs channel, at www.forbes.com/byb. Here, readers can enter the contest and browse tips for raising capital, writing a good business plan, navigating increasingly competitive markets and much more.

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