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FORBES.COM KICKS OFF 2008 “BOOST YOUR BUSINESS” CONTEST

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

NEW YORK, NY (April 2, 2008) – Forbes.com, home page for the world’s business leaders, today announced the kick-off of its second annual “Boost Your Business” editorial contest (www.forbes.com/byb), sponsored by HP.

In the first round of the contest, beginning today and continuing through May 31, entrants 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. 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 of the contest, and five finalists will ultimately be selected to compete for a grand prize of \$100,000, based on more detailed business plans and live presentations before a panel of expert judges. The contest runs through November; the grand-prize winner will be honored at an awards ceremony to be held in December.

“The second annual ‘Boost Your Business’ contest continues our tradition of celebrating small businesses and helping them grow,” said Brett Nelson, Forbes.com Entrepreneurs Editor. “Forbes.com is thrilled to offer entrepreneurs an opportunity to showcase their businesses and sell their ideas to a discerning audience of readers and investors.”

Later this month, the 2008 Boost Your Business Bus will make the first of several stops at selected small business events around the country. Details about specific stops will be announced soon.

Complete information about the contest is available within the new “Boost Your Business” section of Forbes.com’s Entrepreneurs channel, at www.forbes.com/byb. Here, readers can enter the contest; meet the winner and finalists from 2007; and read up on tips for raising capital, writing a good business plan and navigating increasingly competitive markets. They can also follow the bus tour, and keep current throughout the contest – with articles, video, voting polls, the “Boost Your Business” blog, and more.

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