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20 ENTREPRENEURS ADVANCE IN FORBES.COM'S "BOOST YOUR BUSINESS" CONTEST

VOTING IS NOW OPEN TO SELECT THE FIVE FINALISTS

New York, NY (Monday, August 4, 2008) – Twenty gutsy entrepreneurs out of nearly 1,500 entrants have advanced to the second stage of Forbes.com's \$100,000 "Boost Your Business" editorial contest, sponsored by HP.

Forbes.com invites its users to vote for the top five companies most poised for growth among the 20 semi-finalists. The voting is now open, and all of the submissions, along with the contestants' self-recorded 30-second "elevator pitch" videos, are available for review at www.forbes.com/byb. Voting for the second round runs through the end of September.

Contestants represent an array of industries – from data protection and eco-friendly board games to accessory products and highway safety – and are headquartered around the country.

"We congratulate this group of committed entrepreneurs," said Brett Nelson, Forbes.com Entrepreneurs Editor. "Round two is an even greater challenge: Captivating our savvy readers in only 30 seconds on video will be tough."

In the first round of the contest, which began in May, entrants submitted 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. From the 20 semi-finalists who made it to the second round of the contest, five finalists will be selected to compete for the grand prize.

Those five finalists will be flown to New York City to give live presentations to an expert panel of judges. The winner will receive \$100,000 in cash. Runners-up will be awarded HP products and services.

Complete contest rules and details are available at www.forbes.com/byb.

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