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FIVE FINALISTS ADVANCE IN FORBES.COM'S "BOOST YOUR BUSINESS" CONTEST

Grand Prize Winner To Receive \$100,000

NEW YORK, NY (October 16, 2008) – The readers have voted, and Forbes.com today announced the five finalists in its "Boost Your Business" contest (www.forbes.com/byb), sponsored by HP. The five finalists are:

- Honeywear, Inc. (Alexander, NC) – Kristin Keliher
- Solo Health (Atlanta, GA) – Bart Foster
- Targeted Technology Solutions, LLC (Homewood, IL) – Elizabeth Tarpley
- Vetrazzo, LLC (Richmond, CA) – James Sheppard
- ZocDoc (New York, NY) – Cyrus Massoumi

In the first phase of the contest, nearly 1,500 small business owners submitted 500-word business plans; 20 semi-finalists survived. Forbes.com users had the opportunity to review the plans and a self-recorded 30-second "elevator pitch" video before voting for their top five.

The five finalists will be flown to New York City to give live presentations to an expert panel of judges. Presentations will be videotaped and posted on Forbes.com for further reader voting, slated to start on November 3, 2008. The grand prize winner will receive \$100,000 in cash. Runners-up will be awarded HP products and services.

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