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## **Forbes.com Launches “Breakthroughs”**

### ***Site’s New Section Explores Emerging Ideas in Science and Technology***

**New York, NY (February 18, 2009)** – Forbes.com, the leading business news Web site reaching 20 million business decision makers each month, has launched a new section in its Technology Channel called Breakthroughs (<http://www.forbes.com/breakthroughs/>), which explores emerging ideas at the intersection of science and technology.

Breakthroughs will feature articles from Forbes journalists including Lee Gomes, who writes the "Digital Tools" column; Jonathan Fahey, who will continue his "Out of the Labs" column which covers news and insights coming from research labs; Matt Herper and Robert Langreth, who cover biotechnology; as well as contributors such as Tim O'Reilly, a widely recognized technology visionary, and his colleagues at O'Reilly, who will be exploring the latest ideas in technology. The new section will also showcase developments in medicine, energy, education's relationship with technology, clean technology and other innovations in the field.

"Breakthroughs are among the most powerful forces that propel our economy and the world" said Paul Maidment, editor of Forbes.com. "As Steve Forbes wrote in his essay, 'Capitalism Will Save Us,' 'we believe that capitalism and technological innovation will be key engines that pull the economy - both in the U.S. and worldwide -out of recession and back on growth tracks.' With that in mind, we have dedicated a new section to covering breakthroughs, the seed corn of innovation."

Breakthroughs is sponsored by Pitney Bowes.

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