



Contact:
Melanie Scharler
212-366-8966
mscharler@forbes.net

FORBES.COM TO LAUNCH BUSINESS AND FINANCE BLOG NETWORK

Nicholas Ricci Tapped as General Manager, Sales for the Blog Network & Forbes Audience Network

NEW YORK, NY (March 24, 2008) – Today Forbes.com, home page for the world's business leaders, announced the creation of a Business and Finance Blog Network, comprised of a community of pre-screened, influential business and financial blogs.

The Blog Network's content will focus on senior business decision makers and high-net-worth investors. Topics will be relevant to the banking, trading, hedge fund management, affluent investing, and senior business decision-making communities. Participation in the network is by invitation only, and all blogs are vetted by Forbes.com editors for appropriate content, and to ensure that they are in keeping with the Forbes editorial brand.

The network will allow advertisers to target a highly engaged, exclusive niche audience of senior business decision makers and affluent investors easily and effectively. Four hundred-plus blogs have already joined the network, with many more expected to sign on before the official launch in the next few weeks.

"There is no denying the growing importance and influence of blogs within the media landscape," said Forbes.com President and Chief Executive Officer Jim Spanfeller. "Forbes.com can ensure advertisers are reaching a hard-to-find and very desirable audience within safe, well-lit environments by exclusively inviting 'best of breed' business and investing bloggers to our new Business and Finance Blog Network."

Nick Ricci has been appointed General Manager, Sales. He will be responsible for overseeing the sales, marketing and promotion for the Blog Network as well as the Forbes Audience Network (FAN), which launched in November 2007. Nick joins Forbes.com from About.com, where he served as Senior Vice President, Sales and Ad Operations. He has also held senior sales management and marketing positions at Times Mirror Magazines, Cox Interactive Sales, and Hachette Filipacchi Media US. Nick is already in the process of hiring and building a dedicated network sales team.

"I'm thrilled that Nick has joined Forbes.com to oversee the sales efforts for the Blog Network," added Spanfeller. "He is a seasoned executive with several years of sales and marketing experience who will play a key role in driving the network's success."

About Forbes.com

Forbes.com (www.forbes.com), home page for the world's business leaders and the No. 1 business news source in the world, is among the most trusted resources for senior business executives, providing them the real-time reporting, uncompromising commentary, concise analysis, relevant tools and community they need to succeed at work, profit from investing and have fun with the rewards of winning. Throughout the business day Forbes.com publishes more than 3,500 articles, delivering the best of Forbes journalism and that of its selected partners with all the immediacy, depth and interactivity that the Web allows. Affiliated sites include: ForbesTraveler.com, ForbesAutos.com, Investopedia.com, RealClearPolitics.com and Clipmarks.com.