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Forbes.com and Gartner Study Reveals a 37% Increase in C-Level Executives Who Choose the Internet as their No. 1 Source of Business Information

Consumption of Newspapers, including the Wall Street Journal, Declines 36% as No. 1 Source

New York, NY (June 24, 2008) – Forbes.com (www.forbes.com), home page for the world's business leaders, announced today the results of an online study from Forbes.com and Gartner that analyzes key Web behavior of C-Level and senior management executives.

Salient findings from the study include:

- The Internet continues to be the MOST influential and important source of business information for C-Level executives around the world, at 67%. This number has increased 37% since 2004.
- C-Level executives citing newspapers such as the Wall Street Journal as their main source of business information has decreased 36% since 2004.
- Before starting the work day, C-Level executives prefer to access the Web rather than read the newspaper. The number of C-Level executives who prefer the Internet first thing in the morning has increased 22% since 2004, while those who prefer to read the newspaper first thing in the morning has declined 11% over the same time period.
- Seven out of ten C-Level executives believe the Web is the MOST important source of business information.
- C-Level executives consume media on the Web more than any other medium (TV, Radio, Magazines, Newspapers), at 41%.
- More than two in five C-Level executives believe the Web contains the MOST informative advertising.
- Senior executives are increasingly utilizing the Web to find information and shop.
- Senior executives are researching their competitors and industry trends online on a daily basis.

“This study further underscores our belief that the highly desirable C-Level executive audience will continue to increase its use of the Internet as a primary source of business information, while newspaper consumption for business purposes will continue to decline,” said Jim Spanfeller, CEO and President of Forbes.com.

This is the eighth of several groundbreaking surveys conducted by Forbes.com of C-Level and senior management executives from around the globe regarding their media habits and

online usage, along with their concerns and opinions about IT and business issues. Participants were recruited from Forbes.com and InsightExpress' nationally representative online panel.

The survey was completed in January 2008. The results were weighted to U.S. Census standards along four key dimensions (number of employees, annual revenue, sector, and industry) and are projectable to the U.S. universe of C-Level and Senior Management executives. To view the survey in its entirety, please visit:

www.forbes.com/adinfo/research.html.

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