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Forbes.com Debuts The CMO Network

New Section Offers C-Level Marketing Executives A Mix of News, Analysis, Commentary and Community

NEW YORK, NY (March 16, 2009) – Forbes.com, home page for the world’s business leaders reaching 20 million business decision makers each month, announces the launch of the CMO Network (www.forbes.com/cmo-network). This new section on Forbes.com offers a mix of news, analysis, commentary and community targeted to senior-level marketing, media, agency and advertising executives. Forbes Executive Editor Melanie Wells, who has overseen the media and marketing beat at *Forbes* magazine since 1999, will serve as Editor.

The CMO Network will include breaking news stories, columns and video segments, as well as case studies, trend tracking and in-depth interviews. It will feature a number of regular and guest contributors, with columns penned by leading CMOs, media executives and ad luminaries including:

- ◆ Marian Salzman, CMO of Porter Novelli, who takes note of changing consumer attitudes towards luxury and indulgence in her first “**Trend Tracker**” column.
- ◆ Bill McCuddy, formerly with Fox News Network, who provides ad reviews several times a week in our “**On the Spot**” video feature.
- ◆ Mike Linton, former CMO of eBay, who writes about the risk of sacrificing innovation when cutting costs in his debut “**CMO Calculus**” column.
- ◆ Legendary ad luminary Martin Puris discusses the challenges of an account in review in the “**Up for Grabs**” column.

Additional columns include: “**On the Record**,” a mix of video and online Q&As with CMOs, CEOs and other luminaries answer probing questions; “**Hot Shots**,” which delves inside the mind of a CMO, Madison Avenue or media executive; “**Extreme Makeover**,” about a company or brand in transition; “**Discussion of the Week**,” which delves into a newsworthy industry discussion that users are encouraged to weigh in on; and “**All Consumed**,” a column about hot brands. The section will also offer a “**By The Numbers**” graph that profiles media industry trends. All stories will invite reader comments and discussion.

Among the features appearing at launch or soon after are: an interview with Miles Young, the CEO of Ogilvy and Mather; an “On The Record” video interview with Nicholas Utton, CMO of E-Trade and Detlev von Platen, President and CEO of Porsche Cars North America; an “On the Spot” video review of Hyundai’s new ad campaign; a

piece about Slingshot, a News Corp. Web incubation lab; and a look at how Stetson and other brands are playing the nostalgia card to boost sales.

“We are pleased to launch a dedicated section in Forbes.com tailored to the unique interests of CMOs,” said Paul Maidment, editor of Forbes. “Now more than ever, top marketers and agency executives are looking for insight and information that speak to the trends and challenges that directly affect them.”

“With the launch of the CMO Network, Forbes is able to provide our audience of senior marketing and advertising decision-makers with a robust mix of content, commentary, and community,” said Kevin Gentzel, President and Group Publisher of Forbes Media. “This new network is intended to arm marketing and agency executives with the tools to help them confront important challenges and make smart, well-informed business decisions.”

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