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Forbes.com Customer Satisfaction Scores Reach New Heights

New York, NY January 13, 2009 – Forbes today announced that their online customer satisfaction scores have reached new heights, exceeding the performance of the online news and information category in an annual study published by the University of Michigan that includes leading news sites such as CNN.com and NYTimes.com. High customer satisfaction with the Forbes website reflects the high level of trust visitors have in the business, finance and lifestyle content found on Forbes.com, especially during a period of economic turmoil.

In online customer surveys conducted over the full year of 2008, customers rate Forbes.com with a score of 76 on the 100-point scale used by online customer satisfaction management firm ForeSee Results. The results represent the aggregated data from over 25,000 respondents.

ForeSee Results' customer satisfaction ratings are done using the University of Michigan's American Customer Satisfaction Index (ACSI) methodology, a sophisticated scientific formula that predicts consumer spending behavior. The ACSI methodology has proven to be a leading indicator of a company's future financial success, in addition to predicting loyalty, sales, and word of mouth behavior.

"These results were gratifying as they serve to validate our editorial efforts to produce content, tools and services that affluent business decision makers find unique and compelling, underscoring our success in attracting 20 million unique monthly visitors to Forbes.com," said Jim Spanfeller, President and CEO of Forbes.com.

"Forbes has clearly demonstrated a commitment to satisfaction," said Larry Freed, President and CEO of ForeSee Results. "Their position at the top of the news and information industry shows what a premium Forbes places on satisfying customers and potential customers."

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 4,000 articles, delivering the best of Forbes journalism and that of its selected partners with all the immediacy, depth and interactivity that the Web allows. Forbes.com is part of Forbes Digital, a division of Forbes Media LLC. Forbes.com and affiliated properties – ForbesTraveler.com, Investopedia.com, RealClearPolitics.com, RealClearMarkets.com, RealClearSports.com, and the Forbes.com Business and Finance Blog Network – together reach nearly 45 million business decision makers each month.

About ForeSee Results

As the leader in online customer satisfaction measurement, ForeSee Results captures and analyzes online voice of customer data to help organizations increase sales, loyalty, recommendations and website value. Using the methodology of the University of Michigan's American Customer Satisfaction Index (ACSI), ForeSee Results identifies the improvements to websites and other online initiatives with the greatest ROI. With nearly 30 million survey responses collected to date and benchmarks across dozens of industries, ForeSee Results has measured online customer satisfaction for hundreds of retail, government, brand, B to B, hospitality, healthcare, and financial services companies. ForeSee Results, a privately held company, is located in Ann Arbor, Michigan and on the web at www.ForeSeeResults.com.