

EMBARGOED UNTIL 6:00 P.M. ET, TUESDAY OCTOBER 27, 2009



Contact: Debbie Weathers
212-366-8848
dweathers@forbes.com

YVES SAINT LAURENT BUMPS ELVIS OFF NO. 1 SPOT ON THE FORBES 2009 RANKING OF "TOP-EARNING DEAD CELEBRITIES"

Rodgers & Hammerstein are No. 2 on list; Michael Jackson is No. 3; Elvis Drops to No. 4

New York, NY (Tuesday, October 27, 2009) – Yves Saint Laurent debuts in the No. 1 spot on Forbes' ninth annual ranking of Top-Earning Dead Celebrities, available at www.forbes.com/deadcelebs. Joining him on this year's list, in the No. 3 spot, is Michael Jackson, with \$90 million in earnings; Rodgers & Hammerstein are No. 2 on the list, with \$235 million in earnings.

The 2009 ranking of "Top-Earning Dead Celebrities" assesses the earning power of deceased celebrities, including musicians, authors, actors, and songwriters, among others. The top 4 on this year's list (earnings in millions):

| | |
|--------------------------|-------|
| 1. Yves Saint Laurent | \$350 |
| 2. Rodgers & Hammerstein | \$235 |
| 3. Michael Jackson | \$ 90 |
| 4. Elvis Presley | \$ 55 |

Yves Saint Laurent, with earnings of \$350 million, and the other deceased celebrities on the list, grossed a combined \$886 million in the past 12 months. In addition to Michael Jackson, Michael Crichton debuts on the 2009 list with \$9 million in earnings. Rodgers & Hammerstein together are new to the list; Rodgers made the 2004 ranking, but had dropped off until this year.

According to Forbes Senior Editor Matthew Miller, "The money might be drying up in Hollywood, but there's still plenty of cash being made in the graveyard. The earning power of dead celebrities is more powerful than ever before."

Drop-offs from the 2008 ranking include James Dean, Marvin Gaye, Heath Ledger, Steve McQueen and Marilyn Monroe.

For the full list, methodology and much more, including "Michael Jackson's Money Machine," "Dead Celebs Are Good For Magazines," and much more, visit Forbes.com at www.forbes.com/deadcelebs.