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Forbes.com Launches New Network For Financial Advisers and High-Net-Worth Investors

The Financial Adviser Network will Live on Forbes.com's Personal Finance Channel

NEW YORK, NY (October 8, 2008) – Forbes.com (www.forbes.com), home page for the world's business leaders, has announced the launch of the Financial Adviser Network (www.forbes.com/advisernetwork), which will live on the site's Personal Finance Channel. Sponsored by Prudential, the Financial Adviser Network will be accessible to all Forbes.com users, and contain content targeted to financial advisors as well as high-net worth investors seeking relevant information.

The Financial Adviser Network will include an Adviser Commentary section where top advisers and other industry experts provide key insights about critical news, new products and best industry practices for building wealth; an Adviser Network Directory that lists advisers by name, firm and industry; Adviser Blogs for community dialogue; a weekly poll; and a custom Financial Adviser Widget accessible from the Financial Adviser Network and the Forbes.com homepage.

The network will contain top news stories, special reports such as Forbes.com's proprietary "Top 50 Fee-Only Advisers" list, educational resources from Investopedia.com (a Forbes Media property), and access to the Forbes.com's premium Investment Newsletters. It will be edited by Matt Schiffrin, vice president and editor of Forbes.com Newsletters and Forbes.com Personal Finance Channel.

"We have created the Financial Adviser Network to provide financial advisers and high-net-worth investors with a destination where they can expand their knowledge base within a trusted community of peers, in order to increase their financial gain," said Jim Spanfeller, President and CEO of Forbes.com.

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