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FORBES.COM IS THE FIRST BUSINESS OR FINANCIAL NEWS WEB SITE TO RECEIVE MRC AD MEASUREMENT CERTIFICATION

Media Rating Council Accreditation Granted for Compliance with MRC and IAB Standards

NEW YORK, NY (September 22, 2008) — Forbes.com (www.forbes.com), home page for the world's business leaders, is the first business or financial Web site to complete the auditing process and receive ad measurement accreditation by the Media Rating Council (MRC), it was announced today.

This accreditation certifies that Forbes.com has adhered to the MRC's Minimum Standards for Media Rating Research and the Measurement Guidelines of the Interactive Advertising Bureau (IAB), in counting online advertising impressions and traffic measurements. The accreditation also certifies that Forbes.com provides full and complete information to the MRC regarding all details of its operation, conducts its processing and reporting substantially in accordance with representations to its clients and the MRC, and submits to annual audits of its procedures by CPA firms engaged by the MRC.

To date, more than ten companies have been accredited by MRC, among them Yahoo (U.S. sites), AOL, MSN, Disney Interactive, CNET Networks and Doubleclick.

"We are excited and proud that the MRC accreditation has verified the validity of our ad serving delivery and reporting process, as we experience continued traffic growth," said Jim Spanfeller, President and CEO, Forbes.com. "We are in strong support of the interactive industry utilizing one universal measurement system, and this accreditation is a giant step in that direction."

George Ivie, Executive Director of the Media Rating Council, said: "I congratulate Forbes.com on this significant achievement and thank them for their commitment to the MRC process. MRC accreditation provides the Industry with assurance that Forbes.com is measuring and reporting online ad impressions in accordance with MRC Standards and IAB guidelines."

The ad impression measurement guidelines were developed by the IAB in conjunction with its members and representatives from the major online publishers and ad serving organizations around the world. Published in November 2004, the guidelines address long-standing marketer and agency concerns about the need for a standardized method of measuring interactive advertising impressions. More information on the guidelines is available at <http://www.iab.net/standards/measurement.asp>.

About Forbes.com

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About MRC

The Media Rating Council (MRC) is a nonprofit industry association whose members represent television and radio broadcasters, cablecasters, print organizations, advertisers, Internet organizations, advertising agencies and industry trade associations. The MRC charter is to maintain audience research confidence and credibility with the goal of securing for the industry audience measurement that is valid, reliable and effective. The MRC was formed in 1964 at the urging of the United States Congress. Audience measurement services seeking MRC Accreditation are required to disclose to the MRC membership (and all customers) all methodological aspects of their service; meet MRC Minimum Standards For Media Rating Research; and submit to MRC designed audits to authenticate and illuminate procedures. The membership evaluates the audits conducted by independent CPA's on MRC's behalf and the MRC Board grants Accreditation if deemed warranted. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of Research in the marketplace. Further information about MRC's accreditation and auditing procedures can be obtained from: www.mediaratingcouncil.org or Executive Director, Media Rating Council, Inc., 370 Lexington Avenue, Suite 902, New York, NY 10017.

About IAB

Founded in 1996, the Interactive Advertising Bureau (IAB) represents leading interactive companies that are actively engaged in, and support the sale of interactive advertising. IAB boasts over 250 members that are responsible for selling over 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices, fields interactive effectiveness research and educates the advertising industry regarding the use of interactive advertising. For more information, please visit www.iab.net.