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FORBES.COM LAUNCHES MOBILE READER

New Application for BlackBerry® Smartphones Available for Download Worldwide

New York, NY (March 31, 2009) – Forbes.com, home page for the world's business leaders and the leading business news Web site, announces the launch of the Forbes.com Mobile Reader for BlackBerry®, which is currently available for download worldwide.

The Forbes.com Mobile Reader, powered by Handmark®, is a simple, easy to use application that automatically delivers the latest Forbes.com headlines and updates to BlackBerry® smartphones in real time. Users have free access to the latest Forbes.com content, including news from the Home Page News and channels including Markets, Business, Personal Finance, Entrepreneurs, Technology, Forbes Life, Opinions and Leadership. Features include a customizable "My Stocks" tab, a "My Keywords" tab so users can customize content, and a "My Feeds" tab to search and add RSS feeds from other sites and blogs. Full text articles are automatically downloaded for immediate access and are available for offline reading without a wireless connection.

"Our audience of senior business decision makers are on the go, often using their handheld devices to receive updated news and information," said Jim Spanfeller, President and CEO of Forbes.com. "With a significant portion of our audience already accessing Forbes.com content on mobile devices, we are continuously looking for ways to improve our users' experience by providing the most relevant, up-to-date content across several platforms - wherever, whenever, and however they choose to consume it."

The Forbes.com reader can be downloaded at reader.forbes.com using any BlackBerry® web browser. The reader will be available for additional handheld devices in the coming months, including a wide-range of Windows Mobile® and J2ME-based devices.

"News happens 24x7 these days, be it an auto executive stepping down in Detroit on a Sunday evening or a Chinese official proposing a new reserve currency overnight U.S. time," said Paul Maidment, Editor, Forbes. "Our Mobile Reader for BlackBerry® provides users with the Forbes take on what it all means, with the immediacy and the convenience Smartphone users expect."

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 5,000 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 42 million business decision makers each month.

About Handmark

Handmark is a leading provider of entertainment, information and productivity applications for mobile phones. The company offers a comprehensive range of mobile media solutions for consumers, as well as businesses looking to expand their reach by offering compelling mobile content and services across a wide range of mobile operating systems and handsets. Handmark has been recognized for its mobile development expertise and management of a variety of desktop and on-device mobile stores full of the industry's best games, applications and ringtones. Pocket Express®, the company's flagship news and information service is a fast, simple, free alternative to traditional mobile browsing offering instant access to up to the minute news, sports, weather, travel information and more.