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## **Forbes.com Launches Application in the Palm webOS App Catalog**

### ***Application is the First to Deliver Deep Business Content for the Platform***

**New York, NY (Monday, September 14, 2009)** – Forbes.com ([www.forbes.com](http://www.forbes.com)), home page for the world's business leaders and the leading business news Web site, announces the launch of the Forbes.com application for the Palm® webOS™ platform, available now in the Palm App Catalog on the Palm Pre™ phone.

The new app delivers the latest Forbes.com news, analysis and opinion, as well as stock market updates to Palm Pre phones.

Users have free access to the latest Forbes.com content, including news from the Home Page and the site's editorial channels (Markets, Business, Personal Finance, Entrepreneurs, Technology, Forbes Life, Opinions and Leadership) plus news from the CMO Network, Intelligent Investing and ForbesWoman sections. Other features include:

- A customizable "My Stocks" area to track stocks and indexes
- A "prepare for offline" function to download articles for offline reading
- Most e-mailed and most popular stories
- Integrated e-mail and social sharing services, including Facebook, Yahoo! Buzz, Digg, and Redditt.

"Professionals are increasingly relying on their mobile devices to keep them up-to-date with business and financial news, and the Palm Pre phone's capabilities make it an excellent tool for the mobile executive and entrepreneur," said Jeff Bauer, Product and Creative Director, Forbes. "The Forbes.com app for Palm webOS is the first application to deliver deep business content for this platform, and we expect it to solve a core business need."

The new Forbes.com app, developed by BlueSwitch, can be downloaded from the Palm App Catalog. Installation requires no instruction, but visitors can find additional information at <http://www.forbes.com/mobile>.

More information about the Palm Pre phone can be found at [www.palm.com/pre](http://www.palm.com/pre).

**Forbes.com**

Forbes.com ([www.forbes.com](http://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 a Forbes Media property. Other Forbes Media Web sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

**BlueSwitch**

BlueSwitch is a premiere mobile, web and internet development company. Located in the Financial District in New York City, BlueSwitch creates applications across the enterprise spectrum, enabling new businesses and integrating established businesses with existing data. BlueSwitch moved swiftly into the Palm Pre arena and is a market leader in providing professional and consumer applications that both provide an entertaining user experience as well as deliver useful data to the end user. BlueSwitch specializes in both the Palm Pre and the Apple iPhone and is proud to have partnered with Forbes to present their first mobile publication for the sophisticated financial and business user.

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