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FORBES.COM LAUNCHES THE TOTAL GUARANTEE PROGRAM

First Ever Offering That Guarantees Marketers Reach, Frequency and Ad Effectiveness

Extends Groundbreaking Brand Increase Guarantee (BIG)

NEW YORK, NY (September 30, 2008) — Forbes.com (www.forbes.com), home page for the world's business leaders, announced today that the Company has launched an extension of its ground-breaking Brand Increase Guarantee with the introduction of "Total Guarantee", the first program to guarantee marketers a combination of reach, average frequency and ad effectiveness.

With the Total Guarantee, marketers can specify how many individuals within their target audience they want to reach and the average frequency with which they reach them at the outset of the campaign. During the course of the campaign, ad server logs will be audited for reach and frequency by a third party auditing firm such as Ernst & Young. After the campaign's completion, ad effectiveness will be measured using the criteria set forth in Forbes.com's Brand Increase Guarantee. A minimum spend of \$1M over 90 days is required.

Forbes.com is the first and only Web site to guarantee advertising effectiveness for any sizable campaign on its site. The Brand Increase Guarantee, launched in 2003, offers marketers the opportunity to measure the impact of a campaign using an independent research firm. After the completion of an online media measurement program, if the marketer doesn't see a statistically significant increase in one of four brand metrics – awareness, message association, brand favorability or purchase intent – Forbes.com will return the money. Marketers must commit to advertise a minimum of \$150,000 over 60 days. To date, more than 100 companies have participated in the Brand Increase Guarantee.

"We're very pleased to expand the Brand Increase Guarantee program to include guaranteed reach and frequency, the metrics that matter most to brand marketers and are standard for all major media except for the Web," said Jim Spanfeller, President and CEO of Forbes.com. "With Total Guarantee, Forbes.com promises to deliver traditional media buying metrics with the added accuracy and accountability that the Web affords, along with a guarantee to enhance brand metrics."

For more information on Total Guarantee and Brand Increase Guarantee, please visit: www.forbes.com/adinfo.

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