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FORBES.COM DEBUTS WEEKLY COLUMN BY JOHN ZOGBY

"The Way We'll Be" to Focus on American Society and Politics

NEW YORK, NY (January 16, 2009) – Today Forbes.com (www.forbes.com), home page for the world's business leaders, announced that Zogby International President John Zogby will be writing a weekly column on Forbes.com, called "The Way We'll Be." In it, he will focus on American society and politics, as seen through the empirical polling and analysis for which he has come to be renowned.

His first column, "With Crisis Comes Opportunity," is available on Forbes.com at: www.forbes.com/2009/01/14/obama-roosevelt-poll-oped-cx_jz_0115zogby.html

Zogby is the latest columnist to join the roster of weekly writers on the Opinions channel of Forbes.com. Most recently, the economist Bruce Bartlett and the demographer Joel Kotkin joined the channel, writing columns called "Notations" and "New Geographer," respectively.

"With the addition of Zogby, Forbes.com now has 20 weekly columnists, writing on subjects that range from business and economics to politics and culture," said Forbes Opinions Editor Tunku Varadarajan. "These include Nouriel Roubini, Peter Robinson, Reihan Salam, John Tamny and Claudia Rosett, among others."

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