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LINGOSPOT TECHNOLOGY DEBUTS ON FORBES.COM

Site Visitors Can Access Related Content Across Forbes Interactive Properties

NEW YORK, NY (April 28, 2008) – Forbes.com (www.forbes.com), home page for the world's business leaders, announced today the debut of Lingospot's content discovery technology on the Forbes.com Markets and Personal Finance channels.

This technology, which enables readers to access content that is contextually relevant to key terms in a story, will roll out across all nine Forbes.com channels as well as Forbes.com affiliated web sites in the upcoming weeks.

When a user scrolls over a specific keyword or phrase in an article, a Lingospot Content Discovery Bubble appears. Each content bubble allows Forbes.com users to discover related content across the Forbes.com web site, including the Forbes.com Video Network, as well as affiliated sites ForbesAutos.com, ForbesTraveler.com, Clipmarks.com, Investopedia.com and RealClearPolitics.com. The Lingospot service also provides users access to related articles from the nearly 600 blogs that comprise the recently launched Forbes.com Business and Finance Blog Network. Content categories include: articles, definitions, videos, clipped articles (using the Clipmarks technology) and blogs.

"We are excited to be one of the first web sites to integrate this powerful technology," said Jim Spanfeller, President and CEO of Forbes.com. "Lingospot allows Forbes.com visitors to discover and easily access content across our affiliated properties and select content partners, which should further enhance their online experience."

Based on natural language processing and search technologies, the Lingospot service is completely automated while allowing Forbes.com editors to have full control over the keyword selection process. Forbes.com editors can also add content sources to further enrich the breadth of content discovery opportunities for the site's users.

"We are thrilled that Forbes.com has selected Lingospot to be its technology partner," said Nikos Iatropoulos, CEO of Lingospot. "Our goal is to ensure that we find interesting and relevant content to enhance the experience of every Forbes.com user who interacts with the Lingospot service."

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 3,500 articles and original video, 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' Interactive Properties, a division of Forbes Media LLC. Forbes.com and affiliated properties - ForbesAutos.com, ForbesTraveler.com, Investopedia.com, RealClearPolitics.com and Clipmarks.com - together reach more than 27 million business decision makers each month.

About Lingospot

Lingospot (www.lingospot.com), offers a suite of content discovery and dynamic interlinking services to online publishers and bloggers. Based on natural language processing and search technologies, the Lingospot services automatically identify and refresh terms on publishers' pages and seamlessly links their documents, those of their sister sites and those of their extended network of partners. Readers discover fresh, new and contextually relevant content and publishers increase their revenue, page views and time spent, while offering their readers a more engaging and enriching experience.