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**Forbes Insights Practice Unveils Three C-Suite Studies
In Conjunction with Deloitte and CIT Group**

New York, NY (March 10, 2009) – Forbes Insights, a new custom research practice under the Brand Intelligence Group, has unveiled the results of three market research studies that were conducted in conjunction with Deloitte and CIT Group, respectively, it was announced today. The studies reflect the state of the economy from a C-level perspective.

The Deloitte research reports, entitled “Threading the Talent Needle: What Global Executives are Saying about People and Work” and “Managing Talent in a Turbulent Economy: Playing Both Offense and Defense” are, respectively, based on 28 one-on-one interviews with executives from global companies and an on-line survey of 326 executives also from global companies. Conducted in January 2009, these studies offer key findings and insights into how talent is being managed in these difficult economic times. These studies are the first two in a series to be released by Deloitte in conjunction with Forbes Insights.

The CIT Group study, “U.S. Middle Market Outlook 2009: Navigating the Credit Crunch,” is an exclusive survey of 150 key financial decision-makers and C-level executives regarding the state of the economy from the perspective of the mid-size company (with revenues between \$25 million and \$1 billion). This is the first in a series of four middle-market studies to be released this year in association with Forbes Insights.

“We’re very pleased that Deloitte and CIT chose Forbes as their source of insight into the decision-making process of C-level executives during these uncertain economic times,” said Christiaan Rizy, Director of the Forbes Insights practice.

These studies can be found online at: <http://www.forbes.com/forbesinsights>.

The Forbes Insight Practice launched in December 2008 as part of the Brand Intelligence Group, which is led by Kevin Gentzel, President and Group Publisher, Forbes Media. Rizy, who heads up Forbes Insights, has over fourteen years of publishing and sales experience, working with The Economist Intelligence Unit, Scientific American and Red Herring Media. He reports to Gentzel.

About Forbes Insights

Forbes Insights is the custom research practice of Forbes Media, publisher of Forbes Magazine and Forbes.com (www.forbes.com), whose combined media properties reach nearly 50 million business decision makers worldwide on a monthly basis. Taking advantage of a proprietary database of senior-level executives in the Forbes community, Forbes Insights’ research covers a wide range of vital business issues such as talent management, corporate social responsibility, financial benchmarking, risk and regulation, and doing business in emerging markets.

Forbes Insights capabilities include: surveys of the Forbes Advisory Panel, a robust database of C-level and senior executives who have opted to participate in exclusive quantitative research; white papers, executive summaries and other narratives, crafted by experienced writers and analysts, which explore research findings; as well as distribution and promotional support in order to build awareness and visibility for the research.

About Deloitte

As used in this document, "Deloitte" means Deloitte LLP. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

About CIT Group

CIT Group is the leading provider of financing and advisory services to the middle market CIT (NYSE: CIT) is a bank holding company with more than \$60 billion in managed assets that provides financial products and advisory services to small and middle market businesses. Operating in more than 50 countries across 30 industries, CIT provides an unparalleled combination of relationship, intellectual and financial capital to its customers worldwide. CIT maintains leadership positions in aerospace, equipment and rail leasing, small business and middle market lending, vendor financing and factoring. Founded in 1908 and headquartered in New York, CIT is a member of the S&P 500 and Fortune 500. www.cit.com