

FORBES ANNOUNCES LAUNCH OF NEW MOBILE SITE

New York, New York (December 13, 2011) - Forbes announce today the launch of its new mobile site, optimized for both IOS and Android devices, with a beta version available for Blackberries. The company used state-of-the-art HTML5 to build the mobile site, allowing Forbes journalists to efficiently distribute content across multiple platforms while maintaining the fluid functionality of Forbes.com.

The Forbes mobile site features a new search option that visually displays related People, Places and Company results from Forbes lists. Search results can be clicked on and expanded in a second drawer that previews the related content to the clicked-on item. This feature allows greater access to Forbes' profile pages, effectively organizing Forbes branded content.

“The mobile site is a key milestone for Forbes, as we continue to re-architect our digital products,” said Lewis D’Vorkin, Chief Product Officer. “HTML5 seamlessly transports the Forbes web experience to iPhone, Android and Blackberry devices, powering the Forbes content continuum.”

For more information on the functionality of the Forbes mobile site, please visit:
<http://www.forbes.com/sites/lewisdvorkin/2011/11/21/forbes-update-our-strategy-comes-alive-on-a-new-and-exciting-mobile-site/>

To access and use the new mobile site, please visit Forbes.com on your mobile device.

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com (www.forbes.com), the leading business site on the Web that reaches on average more than 21 million people monthly. The company publishes Forbes and Forbes Asia, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* magazine, in addition to licensee editions in Africa, Argentina, Bulgaria, China, Croatia, Czech Republic, India, Indonesia, Israel, Kazakhstan, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey, and Ukraine.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 28 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D’Vorkin is Chief Product Officer. Kevin Gentzel is Chief Revenue Officer.

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