



ROBERT P. FRITZE JOINS INVESTOPEDIA AS ONLINE ADVERTISING SALES DIRECTOR

NEW YORK, NY (June 23, 2009) – Investopedia.com (www.investopedia.com), the leading Web site for investor education, today announced that Robert (Bob) Fritze has joined the company as Online Advertising Sales Director.

Reporting to Investopedia General Manager Kristina Milke, Fritze, based in New York City, will be responsible for overall sales for the company, overseeing a staff of four.

Most recently Fritze was Director of Business Development at Rodale Cycling Group. Previously he was Associate Publisher/National Sales Manager at American Media's MPH, and he has held positions as Vice President/Publisher at the *Robb Report/Worth*, Publisher at *SmartMoney*, and Hi-Tech Category Manager/New Jersey Advertising Manager at *The Wall Street Journal*.

"We're very pleased to welcome Bob to Investopedia," said Jim Spanfeller, president and CEO of Forbes.com. "His digital media expertise and proven track record of delivering customer-centric media solutions will be an asset to the company."

Fritze is a graduate of the Rochester Institute of Technology, Rochester, New York.

Investopedia.com

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Contact: Debbie Weathers – 212-366-8848 – dweathers@forbes.com