



## LISA MOGENSEN JOINS FORBES.COM AS CFO

**NEW YORK, NY (July 28, 2008)** – Today Forbes.com, home page for the world's business leaders, announced that Lisa Mogensen has joined the company as Chief Financial Officer. She will report to Jim Spanfeller, President and CEO of Forbes.com, and will be based in the NYC office.

In this position, Mogensen will oversee the financial operations for Forbes Digital, which encompasses Web sites Forbes.com, ForbesAutos.com, ForbesTraveler.com, Investopedia.com, RealClearPolitics.com, Clipmarks.com and the Forbes.com Business and Finance Blog Network. Her responsibilities will include financial tracking, reporting, compliance, forecasting and controls as well as strategic input for business opportunities such as mergers, acquisitions, affiliations and joint ventures.

Ms. Mogensen most recently served as Chairman and Founder of LAM Endeavors, where she launched the luxury fine dining Web site TravelsinTaste.com. Previously, Lisa served as the Chief Financial Officer at TheStreet.com, where she oversaw all financial operations for both TheStreet.com and its wholly owned broker dealer subsidiary, Independent Research Group, LLC. She has also held senior financial management positions at media and entertainment companies including NBC, American Sky Broadcasting (a division of News Corporation) and Alliance Entertainment Corporation.

"We're very pleased to welcome Lisa to Forbes.com," said Forbes.com President and Chief Executive Officer Jim Spanfeller. "With over two decades of experience in the worlds of finance and media, I am confident that Lisa will be an asset as we continue to grow and innovate."

Mogensen received a Master of Business Administration degree from Duke University's Fuqua School of Business and a Bachelor of Science degree from Duke University.

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