



FORBES TO HOLD FINANCIAL ADVISOR iCONFERENCE, “BUILDING WEALTH WITH INNOVATIVE IDEAS AND ADVICE”

Invitation-Only Event to Feature Steve Forbes and More Than 30 Industry Experts

NEW YORK, NY (June 22, 2009) – Financial advisors won’t want to miss the Forbes Advisor iConference, “Building Wealth With Innovative Ideas and Advice,” to be held June 29 - 30, 2009, from 10:00 a.m. to 7:00 p.m. ET. For more information, visit: www.forbes.com/advisor.

Designed specifically for financial advisors and planners, this free 2-day online event – the second in Forbes’ 2009 iConference series – will kick off with a keynote presentation by Forbes Chairman & CEO Steve Forbes, and will include more than 30 presenters, with moderated panel discussions. Other experts include:

- Princeton Economics Professor Burton Malkiel
- Economist Gary Shilling
- Cohen & Steers Realty’s Martin Cohen
- Web Marketing Guru Anne Holland
- Value Investor John Buckingham

Panels will be devoted to such topics as exchange-traded funds, real estate, building your business, retirement rescue plans and the best technology tools of the trade. **The conference will also give financial advisors the opportunity to obtain 10 continuing education hours recognized by the CFP Board.**

“We’re pleased to continue building on the success of our iConference format, attracting some 34,000 registrants to date,” said Matthew Schifrin, Vice President and Investments Editor of Forbes. “We excel at connecting our audience with expert commentary and advice. During difficult economic times, these online events are a great way for us to target specific industry groups, such as financial advisors or retail investors, enhancing the experience for all participants.”

The virtual format provides an ideal environment for the exchange of ideas, and encourages open debate and discussion on key issues and trends – with the convenience of participating from a Web-connected computer. Attendees can virtually “visit” all facets of the event, including:

- The Presentation Hall, with access to presentations, materials and related Q & A sessions as they happen, as well as archived, “on-demand” viewing
- iConference Booths, where company representatives are on hand to answer live Q & A and where all related sales collateral is available
- The popular Networking Lounge, allowing users to network with peers throughout the show

Financial advisors can request an invitation to the event by sending an e-mail to iconferences@forbes.com.

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