

FORBES ANNOUNCES LAUNCH OF FACEBOOK SUBSCRIBE PLUGIN

New York, New York (December 8, 2011) – Forbes announces the launch of the Facebook Subscribe plugin on Forbes.com, allowing people to connect with Forbes journalists on Facebook. From a Forbes article page, readers can click the plugin to follow the public Facebook updates of journalists who have turned on the Subscribe feature, such as Forbes Managing Editor Bruce Upbin or Forbes Executive Editor Michael Ozanian. This is another way for consumers to follow their favorite Forbes writers, in addition to receiving email notifications and digests directly from Forbes.com.

Forbes reporters who've enabled the Subscribe feature on their Facebook profiles can share updates with subscribers and engage in authentic discussions with them on Facebook as well as on Forbes.com.

To see Facebook Subscribe plugin on Forbes.com please visit:

<http://blogs.forbes.com/bruceupbin/>

Working with companies like Facebook, Flipboard, Chartbeat and Visual Revenue, Forbes is implementing its key strategy of building a new, scalable content engine and article pages with individual branding and social layers that connect staff reporters and contributors with each other and their followers. This is a part of the larger Forbes.com redesign and re-architecture, which started with a new digital platform for editors, staff reporters and contributors in August 2010.

"Facebook is one more step in our ongoing effort to put authoritative journalism at the center of social media. Forbes writers display their expertise not just on Forbes, but also in so many social streams," says Lewis D'Vorkin, Chief Product Officer. "The Subscribe plugin allows our readers to stay connected to their favorite Forbes writers directly from their Facebook News Feed."

Forbes Media

Forbes Media encompasses Forbes and Forbes.com (www.forbes.com), the leading business site on the Web that reaches on average 25 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, Estonia, Georgia, 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 30 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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Contact: Alexandra Talty, Atalty@forbes.com or 212.367.4874.