

Seasoned Journalist, Editor and Media Entrepreneur
Randall Lane Returns to *Forbes* Magazine as Editor

New York, NY – August 09, 2011 - Forbes Media announced today that Randall Lane will join *Forbes* magazine as Editor.

As the Editor of the magazine, Mr. Lane will be responsible for the editorial content development and meticulous editing that continues to differentiate *Forbes* in print. He will be covering the business world with the sophistication for which *Forbes* is renowned. He will also be charged with developing fresh ideas and recruiting new voices and writing talent to the *Forbes* brand of authoritative journalism. He will report to Lewis D’Vorkin, Chief Product Officer. He will join the company shortly after Labor Day.

Steve Forbes, Editor-in-Chief and Chairman of Forbes Media, said: “Randall enthusiastically ‘gets’ the unique, positive role that *Forbes* magazine will play in this turbulent era for media. While many moan about the decline of print, Randall understands the great opportunities *Forbes* magazine offers by working hand in glove with *Forbes.com*, our website. The magazine does concise, substantive stories that are ‘fit’ for print. The web permits additional information and videos that can enhance these stories and engage contributors, visitors, and marketers in enlightening conversations. Precisely because Randall knows the print and electronic worlds, he will guide *Forbes* magazine with a sure, confident hand. Randall is perfect for the world we are now in.”

CEO and President of Forbes Media, Mike Perlis, remarked on the appointment: “The addition of Randall to the already powerful editorial team at *Forbes* is a strong statement about the caliber of talent and the commitment the company embraces to deliver the highest quality of journalism.”

Lewis D’Vorkin, Chief Product Officer of Forbes Media, said of the new editor, “Randall is a highly experienced and accomplished business editor, author and reporter who deeply understands the *Forbes* brand and its mission. As the founder of several magazine startups, he’s got that entrepreneurial spirit. His unique blend of talent and knowledge fits perfectly with where *Forbes* is headed.”

Randall Lane, the new editor of *Forbes* magazine, said: “It’s rare in life that you get a chance to go home again. To return to the place I started and edit one of America’s great, iconic magazines is both an honor and a thrill.”

Mr. Lane, 43, worked at *Forbes* in a variety of positions -- reporter, staff writer, and Washington Bureau Chief from 1991- 1997, authoring five cover stories.

Most recently Mr. Lane was Editor at Large at *Newsweek* and *The Daily Beast*. Previously, he co-founded and served as editor-in-chief of a half dozen magazines, including *P.O.V.* (*Adweek’s* “Startup of the Year”), *Trader Monthly*, and *Dealmaker*. As a hobby, Mr. Lane, a certified sommelier, served as chief restaurant critic for *Time Out*

New York, where he was a National Magazine Award finalist. He is a frequent television commentator and the author, last year, of *The Zeroes: My Misadventures in the Decade Wall Street Went Insane*.

Mr. Lane graduated from the University of Pennsylvania with a B.A. in 1990.

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