

Forbes Media & Techonomy Media Announce Strategic Partnership

Forbes Makes Equity Investment in Techonomy and Announces Media Sponsorship of Techonomy 2011

New York, NY – July 21, 2011— Forbes Media & Techonomy Media today announce a strategic partnership. The partnership includes a minority equity investment in Techonomy by Forbes as well as a media sponsorship of the Techonomy 2011 conference. Both companies are committed to ongoing collaboration focused on leveraging their editorial and business resources.

"As the second Techonomy conference approaches in November, Techonomy Media is proud and excited that Forbes has decided to endorse our direction," says David Kirkpatrick, CEO of Techonomy. "That's not just because it is a major media company, but also because it is clearly a new Forbes under Mike Perlis and his leadership team, with a heightened focus on technology both in how it operates and what it covers. Our philosophy is that tech and innovation are central to all business and social progress, and Forbes will help us better explore, explain and promote that idea at the conference and through other media channels. We are thrilled to be working together and have high hopes for the collaboration."

"We are so pleased to make this strategic commitment to Techonomy," says Mike Perlis, Forbes CEO. "Our elegant new content platform and 'new newsroom' put us at the center of social journalism and multi-channel distribution. Our focus on people, places and companies has us deeply rooted at the nexus of technology and business. The extraordinary Techonomy team knows this space like no one else and it's a privilege to partner with them."

About Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the leading business site on the Web that reaches on average more than 18 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, China, Croatia, Bulgaria, India, Indonesia, Israel, 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 nearly 20 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.

About Techonomy:

Techonomy is organized by Techonomy Media, Inc. (www.techonomy.com). It is an invitation-only event that brings together global leaders to explore how the accelerating advancement of technology can help address the world's pressing needs and facilitate progress in business and society. It's not a technology conference. It's a conference about how tech is changing everything else. The Techonomy conference takes place November 13-15 at the Ritz-Carlton Dove Mountain Hotel near Tucson, Arizona. Attendees will include Marc Benioff, Jack Dorsey, Sean Parker, Jim Breyer, Ray Chambers, Jeffrey Katzenberg, Marissa Mayer, Hamdoun Toure, and Jeff Weiner. Sponsors include HP, Forbes, McKinsey, Hill & Knowlton, Qualcomm, Tibco, and Haworth. The debut Techonomy conference at Lake Tahoe in August 2010 included Bill Gates and Eric Schmidt, among other luminaries.

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