



FORBES AND GYRO TEAM UP TO SUPPORT CMOs

Unique Media-Agency Partnership Unveiled

(NEW YORK) --- June 15, 2011 --- Driven by a shared desire to expand and deepen relationships with chief marketing officers globally, Forbes Media and global ideas shop, Gyro, announced the formation of a unique media-agency partnership. Gyro has been named both "Advisor to Forbes for its CMO Practice" and an AOR for Forbes Media. Forbes will supply Gyro with a long-term program of market exposure and engagement, including exclusive *AdVoice* status in the CMO Network section of Forbes.com and a key role in Forbes' annual CMO Summit.

"We are motivated by a desire to expose CMOs to the growing array of innovative media solutions we are bringing to market," said Forbes CEO, Mike Perlis. "We've turned confidently to Gyro, one of the world's largest, award-winning agencies focused on reaching business decision makers to help us do so," he added.

"Unconventional times call for unconventional ideas such as this Forbes-Gyro partnership," said Christoph Becker, Gyro's chief executive and creative officer. "We're bound by a powerful mutual interest to continue to serve the CMOs of the world's leading brands and we're very eager to join the new streams of integrated business communications created and vetted by the globally respected Forbes brand," Becker added.

Gyro will supply Forbes with an integrated program of marketing communications services directed against the objective of expanding and enhancing the Forbes CMO Network, and also in support of on-going acquisitions of subscribers, site users and advertisers. The partnership will be supported by business development executives in at least seventeen Gyro offices internationally. Financial details of the transaction were not disclosed.

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 gyro:

Gyro creates ideas that ignite business decisions in a numb world.

<http://www.gyro.com>, Gyro is an *Advertising Age* Top 50 global agency deploying a digitally savvy, 600-employee team of creative professionals in 17 offices in nine countries throughout the world.

Contact: Melanie Scharler
Email: mscharler@forbes.com
Phone: 212-366-8966