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New York, NY (October 5, 2011) – The *Forbes* cover story (Reckless Billionaire, p. 86) unveils the two sides of billionaire wildcatter Aubrey McClendon – hero and risk junkie. His Chesapeake Energy may earn \$2 billion this year and could solve our energy problems. But his aggressiveness could (and almost did) kill the company.

In “Invading North Korea,” (p. 104) a *Forbes* reporter is allowed into capitalism’s last frontier to follow along (and take notes!) with U.S. businessman Gabriel Shulze as he tries to pitch Coca-Cola to the world’s most inhospitable marketplace: Pyongyang, North Korea. Is Coke willing to serve as a bridge between the U.S. and North Korea?

ALSO IN THIS ISSUE:

Forbes’ Corporate Approval Ratings (p. 30) – We asked 2,500 consumers to rank the largest brand advertisers in America. The 100 leading brands were rated by a dozen attributes. For the complete list, company profiles and video interviews with CMOs, go to www.forbes.com/top-brands. The top and bottom 5 overall are:

Top 5 Overall

1. Johnson & Johnson
2. General Mills
3. Google
4. Kraft Foods
5. Hershey

Bottom 5 Overall

96. ExxonMobil
97. Capital One Financial
98. Goldman Sachs
99. BP
100. Fannie Mae

Billionaire Bubble (p. 26) – September was a cruel month for 10 members of The Forbes 400 whose public holdings dipped at least \$700 million. Among them are Christy Walton, Warren Buffett and Larry Page.

Needed: Butt Kicker (p. 36) – How General Motors’ Mary Barra, a 26-year insider, is trying to get GM’s lumbering bureaucracy to move quicker and smarter.

To Shame A Thief (p. 46) – Mobile tracking can stop gadget and data losses. In the wrong hands, this power can lead to costly embarrassments. With a look at seven services that can help hunt down your smartphone or laptop.

Call To ARMs (p. 60) – Why adjustable rate mortgages are a good deal for certain well-off homeowners looking to refinance.

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Contact: Debbie Weathers at dweathers@forbes.com or 212.366.8848