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## FORBES' COVER GIRL KATHY IRELAND – SUPERMODEL, SUPERMOGUL PLUS, THE WASHINGTON POST'S DON GRAHAM, AND THE FIRST PRESS INTERVIEW WITH THE MAN BEHIND 5-HOUR ENERGY

New York, NY (February 8, 2012) – Forbes' cover story about Kathy Ireland (**Supermodel, Supermogul, p. 74**) tells the strange but true story of how the swimsuit icon turned America's most mundane products (like furniture, floor covering and windows) into a licensing empire – and became the first lady of flyover country. She sells more product – some \$2 billion at retail – than Martha Stewart (who by comparison sells about \$900 million), earning around \$50 million in revenue for Ireland's company.

### ALSO IN THIS ISSUE:

**Roths For The Rich (p. 56)** – Congress might not want high earners to fund Roth IRAs. But it has opened a back door allowing them to do just that.

**What The Patient Ordered (p. 66)** – If you need a doctor in a hurry, Cyrus Massoumi's ZocDoc (winner of Forbes' 2008 "Boost Your Business" contest) can get you in.

**Proven Path (p. 70)** – From Snap-on and Panera Bread, to Merry Maids and Jimmy John's, here are the best franchises to start for the buck.

**Power For Sale – Cheap (p. 80)** – When it comes to political influence, Sheldon Adelson's patronage of Newt Gingrich is just the tip of the iceberg, since the Supreme Court's 2010 decision in *Citizen's United v. Federal Election Commission* cemented the idea of political spending as free speech.

**Secret Sauce (p. 89)** – The first press interview with Manoj Bhargava, the mystery man behind 5-Hour Energy. He's taken one of the stranger paths to billions in the annals of the American Dream.

**Nice Guy Finishing Last (p. 96)** – The Washington Post's Don Graham is a confidant of Warren Buffett, a mentor to Mark Zuckerberg and the most beloved publisher in American journalism. Yet, his company is a mess.

**On The Edge (p. 103)** – A look at the make-or-break world of the PGA Tour, where each shot can mean the difference between a guaranteed windfall or a year in cheap hotels.

Highlights from this issue's **Leaderboard** section include:

- How Facebook's New Rich Will Spend Their Spoils (p. 18)
- Grammy Bounce – How much does a win boost an artist's earnings? (p. 19)
- Winners & Losers – It's all about Facebook and the New York Giants (p. 20)
- Spent – Super PACs, by the numbers: the powerful and the prosaic (p. 22)

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