

FORBESAUTOS.COM MARKS ONE-YEAR ANNIVERSARY WITH NEW SITE FUNCTIONALITY AND DESIGN

NEW YORK —(Business Wire)—(May 24, 2006) —.In May 2006, ForbesAutos.com celebrates its one-year anniversary as the world's largest luxury auto showroom, with site refinements and changes to the unique "Build Your Own" car experience and the best insider pricing from dealers. ForbesAutos.com remains the only automotive site that offers tools and a shopping experience dedicated to the luxury automotive marketplace.

"Research shows that the luxury automotive buyer shops differently than the general auto purchaser," said John Weisgerber, vice president, ForbesAutos.com. "These customers want highly sophisticated visuals, photographs and user control, so the changes we've made cater to these nuances and offer a shopping experience unlike any other automotive site out there."

Among the site enhancements touted by ForbesAutos.com Editor Mary S. Butler:

- ❖ New shopping tools that allow the user to request a price quote or build a vehicle at every level of the site.
- ❖ Comprehensive model research pages with exclusive data, including 0 - 60 mph and braking statistics.
- ❖ New Multimedia pages with internal /external 360-degree surround video and zoom control, custom colorization tools, model trim selection and unique zoom-in slideshows.

"As the first site spin-off from Forbes.com, I'm very proud of what we've accomplished in just one year. It takes some businesses, and many websites, years to find their groove, but already we've created a perfectly targeted destination for both luxury automotive advertisers and consumers," said Jim Spanfeller, president and CEO, Forbes.com.

Luxury auto purchases represent a large and growing percentage of the auto marketplace, with expectations that this market will expand 39% by 2009.

About ForbesAutos.com

ForbesAutos.com Inc. (www.forbesautos.com) was launched in May 2005 by Forbes.com Inc. It is the first online site designed specifically for luxury automotive enthusiasts, offering unsurpassed functionality, dedicated service and access to information and tools to help guide consumers through the automotive purchase decision process. The rich editorial content is written specifically for the affluent consumer, and includes reviews and advice on subjects such as: choosing, locating, pricing, financing, buying and insuring a luxury vehicle.