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FORBESAUTOS.COM LAUNCHES – OFFERING LUXURY AUTOMOTIVE ENTHUSIASTS A SITE OF THEIR OWN

NEW YORK, NY, May 3, 2005 - ForbesAutos.com (www.forbesautos.com) -- the first site that speaks directly to luxury automotive buyers -- has launched. ForbesAutos.com is a stylish online emporium that assists luxury automotive consumers with the exploration and purchase process. The site blends interactive functionality with trusted Forbes.com branded content, and features interactive photo galleries, a searchable luxury automotive database, decision guides and more. Forbes.com announced plans for the site in March 2005. Mary S. Butler is the editor of ForbesAutos.com.

ForbesAutos.com offers:

- An extensive luxury automotive photo gallery with unique zoom-in functionality for closer inspection and viewing
- Decision guides searchable by Vehicle Category or by Year, Make, Model
- More than 100 Forbes.com reviews of 2005 and 2006 model year vehicles
- 2-3 weekly original ForbesAutos.com reviews
- Advice articles on shopping, financing and insurance

“ForbesAutos.com is a one-of-a-kind online destination that engages affluent consumers in their quest to find the perfect luxury automobile,” said Jim Spanfeller, president and CEO, Forbes.com. “The site is specially designed for the luxury automotive intender - thus assuring a truly streamlined and successful shopping and research experience.”

In addition to consumer product purchase decision advice, such as industry expert Stephen Wilkinson’s review of the 2005 Porsche Boxster, the site launched with some of the lists for which Forbes.com is famous. In the Advice | Top 10s section consumers will find *Top 10 Biggest, Baddest Trucks*; *Top 10 Most Stolen Luxury Vehicles*, *Most Expensive Collector Cars Sold at Auction* and more.

ForbesAutos.com launches with a veritable who’s who of luxury automotive advertisers, including: Audi, Acura, BMW, Chrysler, six GM divisions including Cadillac, Infiniti, Jaguar, Land Rover, Mazda, Nissan, Porsche, Toyota/Lexus and Volvo.

The new site launches at an opportune time. According to Unity Marketing’s new *Luxury Report 2005*, increased spending on luxury automobiles resulted in the greatest boost to overall luxury spending in 2004. Specifically, luxury consumers spent on average \$46,394 per automobile, representing a 31 percent increase over 2003.

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About ForbesAutos.com

ForbesAutos.com Inc. (www.forbesautos.com), launched in May 2005, is the first online site designed specifically for luxury automotive enthusiasts. The site offers 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. The site features comprehensive, searchable information on all near-luxury and luxury vehicles.