

# **Mobil Travel Guide Forms Strategic Partnership with Forbes**

CHICAGO - August 4, 2009 - Mobil Travel Guide and Forbes Media LLC announced today that Mobil Travel Guide will become Forbes Travel Guide effective October 1, 2009. This exclusive licensing agreement between two industry leaders with more than 140 years' combined experience transfers the hospitality industry's premier star rating and travel guide brand from ExxonMobil to Forbes.

In addition, the Mobil Four and Five Star Award designation will transition into the new "Forbes Four and Five Star Award" designation for hotels, restaurants and spas beginning with the 2010 ratings announcements.

"The Forbes brand will continue the tradition of identifying and defining excellence in the travel space through the time honored Hotel, Restaurant and Spa Five Star Rating system that Mobil Travel Guide pioneered over 51 years ago," said Shane O'Flaherty, President and CEO of Mobil Travel Guide. "We are committed to the same rigor and discipline of the inspections and ratings process as we have for the past five decades well into the future."

"For more than 90 years, Forbes has been the authoritative source for business and wealth coverage. Coupling Forbes' trusted luxury brand with Mobil Travel Guide's respected stance in the travel arena was a natural fit. The partnership will vastly expand Forbes' presence in the consumer travel industry while upholding the credibility and excellence of the Star Rating System," said Miguel Forbes, President of Television and Licensing.

Forbes Travel Guide is poised to become the premier resource for travel information through its re-launched guide series, and its new website, to be revealed in 2010. The guide will continue its exhaustive ratings and inspections process this year, culminating with its 52<sup>nd</sup> Annual Five Star announcements, which will be revealed in November 2009.

"This partnership clearly benefits both the consumer and the hospitality

industry by globally expanding our star ratings, content offerings, and our ability to drive awareness of information that enables consumers to make better informed travel decisions via the Web,” said Jeff Arnold, Chairman of Mobil Travel Guide.

**ABOUT MOBIL TRAVEL GUIDE** Mobil Travel Guide, originator of the prestigious Mobil Star ratings and certifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Mobil Travel Guide's team of anonymous, expert inspectors evaluates properties against rigorous and objective proprietary standards, giving consumers the insight to make better-informed travel and leisure decisions. Mobil Travel Guide, under license from ExxonMobil Corporation, is headquartered in Chicago, IL. For more information, visit [www.mobiltravelguide.com](http://www.mobiltravelguide.com).

#### **ABOUT FORBES MEDIA LLC**

Forbes Media encompasses *Forbes* and Forbes.com, the number 1 business site on the Web that reaches 18.6 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 5.4 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to local licensee editions in China, Croatia, Israel, Japan, Korea, Poland, Romania, Russia, Turkey and India. Other Forbes Media sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

**Contact:**

Sunshine, Sachs & Associates  
Leslie Chasky or Jay Strell  
[chasky@sunshinesachs.com](mailto:chasky@sunshinesachs.com) [strell@sunshinesachs.com](mailto:strell@sunshinesachs.com)  
212-691-2800

Forbes  
Elizabeth Wasden  
[ewasden@forbes.com](mailto:ewasden@forbes.com)  
212-367-4157