

## **FOR IMMEDIATE RELEASE**

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### **KIPLINGER.COM REVEALS NEW LOOK AND NEW FEATURES**

**—NEW AND IMPROVED WEB SITE FEATURES THE BEST RESOURCES FROM  
THE MOST TRUSTED NAME IN PERSONAL FINANCE—**

Washington, DC (October 23, 2006) – Today Kiplinger.com unveiled a new look and enhanced functionality, featuring exclusive online content, as well as the best advice from The Kiplinger Washington Editors' stable of publications including *Kiplinger's Personal Finance* magazine, Kiplinger Forecasts, and an array of financial books. Find it all at [www.kiplinger.com](http://www.kiplinger.com).

Each day, the new site will offer news and insights from Kiplinger's respected financial experts such as family finance expert Janet Bodnar and retirement-planning guru Mary Beth Franklin—on subjects from retirement planning to business forecasting—in a cleaner, clearer, and easier-to-navigate way. The site boasts state-of-the-art enhancements to maximize the user experience, including updated RSS feeds, a new Webcast platform, and improved e-mail alerts.

"Kiplinger is the most trusted source for financial information, and has been on the forefront of Web integration since Kiplinger.com went live a decade ago," said Kiplinger New Media Editorial Director Douglas Harbrecht. "Kiplinger.com visitors will benefit daily from the best advice and insights in the industry."

Since January, Kiplinger.com has posted double-digit gains in unique visitors, increased page views by almost 70%, and is on track to surpass 2005 revenues by 66%.

#### **The new Kiplinger.com Channels include:**

- **Your Retirement:** Providing the best personal finance advice anywhere for Boomers in their 40s and 50s thinking about retirement, as well as their retiree parents. This is a new feature.
- **Starting Out:** Updated, daily content devoted exclusively to helping young adults in their 20s and 30s prosper. Another new feature from Kiplinger.com, and unique on the Web.
- **Investing:** Providing the latest insights into markets and funds, as well as economic outlooks and a portfolio tracker.
- **Your Money:** Kiplinger's extensive research offering the best advice on credit and money management, as well as college and family, real estate, taxes, and insurance.

- ***Spending Wisely:*** Covering consumer spending on everything from travel and entertainment to cars and technology.

***Kiplinger's Personal Finance*** magazine has been providing millions of Americans with down-to-earth advice on managing their money and achieving financial security since 1947. Along with Kiplinger.com, it is a highly trustworthy source of information on saving and investing, taxes, credit, homeownership, paying for college, retirement planning, car buying and many other personal finance topics.

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For more information on *Kiplinger's Personal Finance* and its new Web site design, or to schedule an interview with a *Kiplinger's* editor, please contact Shawna Seldon, The Rosen Group, 212.255.8455 ext. 12 [shawna@rosengrouppr.com](mailto:shawna@rosengrouppr.com).