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**"BEST AND BRIGHTEST":
PEOPLE REVOLUTIONIZING THE WORLD
ESQUIRE NAMES AMERICA'S**

*Innovators from the Worlds of Culture, Politics, Society, Science and Industry Cited as the Leaders
for the Future*

NEW YORK, NY -- *Esquire* magazine unveils its list of *the Best and Brightest for 2003 in a special December 2003 issue*, featuring innovators who are building flying cars and moving subway ads; developing cures for AIDS and world debt; remaking political campaigns and baseball teams; and discovering new bands and how our universe expands.

This eclectic roster of extraordinary talent includes innovators from entertainment (**Will Ferrell, Scarlett Johansson, Chris Wedge, The Polyphonic Spree**), politics (**Jesse Jackson Jr., Nicco Mele, Bobby Jindal**), science (**Pail Moller, Anne De Groot, Adam Riess**), literature (**Colum McCann, Maile Meloy**), and business (**Reed Hastings, Joshua Spodek, Derek Sivers**). Some honorees may be fairly well-known, while many may not be familiar to the general public.

"This year's edition of Best and Brightest was designed to seek out innovators who are going against the grain, providing miracles in defiance of convention and the generally repressive tenor of our times," said **David Granger, Esquire's editor-in-chief**. "This year we honor rebels and radicals, some of whom would never, ever think of themselves in that way."

This is the second year that *Esquire* has put together a special "Best and Brightest" issue, highlighting emerging leaders who are reshaping our world. The full list and vivid profiles of each of its members will appear in a special issue of the magazine, on sale November 11.

The list and brief description of each honoree follows:

Best & Brightest 2003

CULTURE

Will Ferrell – The former **Saturday Night Live** cast member, now a movie star and *Esquire's* cover boy, shows his true genius in goofy comedies like "**Old School**," and the new "**Elf**."

Scarlett Johansson (Bill Murray's co-star in "**Lost in Translation**"), **Alison Lohman** (Nicolas Cage's daughter in "**Matchstick Men**") and **Kerry Washington** ("**The Human Stain**") -- Three new young actresses who are showing moments of greatness onscreen.

Chris Wedge -- The founder of **Blue Sky Studios** and director of the hit movie "**Ice Age**" is showing Hollywood how to make animated movies from his White Plains offices.

Jennifer Siegal -- An architect who created Portable Houses – trailer homes that are actually nice to look at, as well as nice to live in.

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SOCIETY

Jeffrey Sachs – This economist helped Poland stumble out of communism, championed the debt-relief movement, and now meets with the likes of Russia's Vladimir Putin and U2's Bono. All this while running a vast institute at Columbia University with the modest goals of ending poverty, curing disease and saving the world.

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SCIENCE AND INDUSTRY

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Anne De Groot -- Directs the TB/HIV Research Laboratory at Brown University. She is currently working on an Epitope-based vaccine for HIV that is contrary to conventional wisdom to date. Epitopes are little pieces of proteins that stimulate the immune system.

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Adam Riess -- The Edwin Hubble of our time, his observations of the farthest-flung Supernovas are fundamentally changing how we understand the universe – its age, its contents, its scope and most all, its destiny.

Joshua Spodek – A pioneer in the next generation of advertising -- subway advertising. As chairman of Submedia, Spodek created the ads you see -- and see moving -- while riding the PATH train to Manhattan, on the MARTA in Atlanta and Philadelphia's PATCO system.