



FORBES TO LAUNCH FORBES AFRICA IN OCTOBER 2011

New York, NY / Johannesburg, South Africa (May 3, 2011) – Forbes announced today the introduction of its sixteenth local-language edition, Forbes Africa, in partnership with Africa Business News (ABN) Publishing. The new edition is scheduled to launch in October 2011, with English-language distribution in South Africa, Nigeria, and Kenya.

Forbes Television and Licensing President Miguel Forbes stated: "Forbes Africa is a very important step for our continued international expansion. The region is ripe for micro finance and innovative entrepreneurs. This is Africa."

"Forbes, as a leading international brand, has built a strong reputation as a respected and informative source of business news," said Zafar Siddiqi and Rakesh Wahi, Founders of ABN Publishing. "This partnership is in line with our long-term strategy of building sustainable mediums of credible business information across sub-Saharan Africa."

About ABN Publishing:

ABN Publishing Limited has been established in South Africa by Zafar Siddiqi and Rakesh Wahi to launch Forbes Africa. The Founders have a successful track record for setting up media companies in emerging markets; and have a strong footprint in Sub Sahara Africa through the ownership of Pan Africa Business Media Holdings, which launched CNBC Africa in 2007.

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the leading business site on the Web that reaches on average more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* magazine, in addition to licensee editions in China, Croatia, Bulgaria, India, Indonesia, Israel, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey and Ukraine.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 20 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D'Vorkin is Chief Product Officer.

Contact: Melanie Scharler/212-366-8966