

FORBES LAUNCHES FORBES KAZAKHSTAN

New York, NY / Almaty, Kazakhstan (September 8, 2011) – Forbes Media announced today the introduction of its eighteenth local-language edition, Forbes Kazakhstan, in partnership with United Media Group (UMG). The new edition launches in the Russian language, with distribution throughout Kazakhstan.

The editor-in-chief of Forbes Kazakhstan, Maxim Semelyak, previously held various senior level positions, as editor of Tatler Russia and the Russian financial newspaper Vedomosti.

Editorial will consist of local business stories combined with content gleaned from *Forbes* U.S., with a distribution of 10,000 copies.

Forbes Television and Licensing President Miguel Forbes stated: "Forbes Kazakhstan is an important addition to our growing footprint in the region."

"Forbes, as a leading international brand, has built a strong reputation as a respected and informative source of business news," said Armanzhan Baitasov, founder of UMG. "This project – is one more proof that local business has become a full part of the global economic system with its constant need for innovation and fresh ideas."

About UMG:

UMG's owners have vast experience in advertising, TV, Radio and publishing. In partnership with Forbes Media, UMG will promote Forbes Kazakhstan as the first international business magazine in Kazakhstan.

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 Africa, China, Croatia, Czech Republic, 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. Kevin Gentzel is Chief Revenue Officer.

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