

## **FORBES SIGNS DEAL TO LAUNCH FORBES CZECH REPUBLIC IN NOVEMBER 2011**

**NEW YORK, NY (July 18, 2011)** -- Forbes announced today the launch of its latest local-language edition, *Forbes Czech Republic*, in partnership with Business Consulting & Media, Czech Republic branch in the Czech Republic.

The launch is being held in Prague, Czech Republic, with the first issue being published at the beginning of November 2011.

The content of *Forbes Czech Republic* will consist of 60% Czech business news, commentary and features and 40% editorial from *Forbes US*. The Czech edition will be published monthly.

Peter Barecz, Managing Director of Business Consulting & Media, said: "We are honored we can bring such a prestigious brand like Forbes together with its high quality editorial content to yet another exciting market in central Europe." Business Consulting & Media also publishes Forbes Slovakia monthly.

Forbes Television and Licensing President Miguel Forbes stated, "We have had success together in Slovakia and I expect the same in Czech Republic which is a vital addition to our growing footprint in Eastern Europe."

Petr Šimůnek, one of the most experienced economic journalists in the Czech Republic, has been appointed Editor in Chief of Forbes Czech Republic.

### **Business Consulting & Media:**

Business Consulting & Media launched Forbes Slovakia in November 2010. Its April's audited figures reached 10, 651 sold copies. In the past, Business Consulting & Media published several regional publications, including the in-flight magazine of the low-cost airline SkyEurope Airlines, the in-flight magazine of Poland's LOT national airline budget subsidiary Central Wings and Hertz rent-a-car central Europe's in-car magazine.

### **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, 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

**CONTACT:** Debbie Weathers  
[dweathers@forbes.com](mailto:dweathers@forbes.com)  
212-366-8848