

## **FORBES TO LAUNCH FORBES GEORGIA IN DECEMBER 2011**

**New York, NY / Tbilisi, Georgia (December 5, 2011)** – Forbes announced today the introduction of its twentieth local-language edition, Forbes Georgia, in partnership with Media Partners Georgia. The new edition is scheduled to launch on December 8, 2011 in the Georgian language, and will be distributed throughout Georgia. The distribution at launch will be 3,000 copies.

Revaz Sakevarishvili – who previously held senior level editorial positions in various media companies, including a leading popular business TV show in Georgia – will serve as the Editor-in-Chief. Maia Mirijanashvili of Media Partners Georgia will serve as Publisher.

Forbes Television and Licensing President Miguel Forbes stated, “Forbes is delighted to enter Georgia, which marks our 20<sup>th</sup> International Edition.”

Both Forbes Georgia magazine and the corresponding website will combine local business and other stories with rich content from its American and other international counterparts.

“Forbes Georgia is happy to join efforts with the global Forbes team in identifying and reporting on the people, ideas and technologies that are changing the world,” said Revaz Sakevarishvili. “As stated in our mission, Forbes magazine and its readers believe in the power of free enterprise (the free flow of ideas and capital) to create a better country as part of the better world.”

“In partnership with Forbes Media, Media Partners will promote Forbes as the first international business magazine in Georgia,” says Maia Mirijanashvili.

### **About Media Partners Georgia:**

Media Partners Georgia is a publishing house established by partners that have more than ten years of industry experience in Caucasus and Central Asia, collaborating with world's most prominent media companies. Media Partners plans to enlarge its portfolio by introducing a number of other popular international publications to Georgian readers in the near future.

### **Forbes Media:**

Forbes Media encompasses Forbes and Forbes.com ([www.forbes.com](http://www.forbes.com)), the leading business site on the Web that reaches on average more than 21 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, Argentina, Bulgaria, China, Croatia, Czech Republic, India, Indonesia, Israel, Kazakhstan, 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 28 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