

Forbes Travel City Guides Hit Bookstores and Amazon.com Just in Time for Summer Travel Planning

- *New York, Los Angeles, San Francisco, Las Vegas, Chicago and Hong Kong are the First Titles Released -*
- *For Summer Vacation 2010, Urban Getaways Provide Value, Variety -*

NEW YORK, April 6, 2010 -- With travelers looking for variety, value and an "Insider's Edge" in planning their 2010 Summer vacations, Forbes Travel Guide announced that its new City Guides series is available at major bookstores across the country and online.

Authored by Forbes Travel Guide - formerly Mobil Travel Guide, the originator of the prestigious Mobil Star ratings, certifications and authoritative reviews of hotels, restaurants and spas -, the new City Guides cover New York, Los Angeles, San Francisco, Las Vegas, Chicago and Hong Kong.

Each Guide is a comprehensive resource for prospective visitors to a major urban destination, including shopping, art, music, sports, theater, and nightlife. With the "inside scoop" from anonymous inspectors and top-notch local writers, the guidebooks use Forbes' time-tested, star-rating system to allow travelers to experience the very best a city has to offer, with planning tools that include updated maps with pinpoints of star-rated properties, key sites, top attractions, quick tips and insider secrets.

"For Summer 2010, it's all about value and variety," said Shane O'Flaherty, President and CEO of Forbes Travel Guide. He concluded, "Increasingly, individual travelers, couples and families are looking for the diversity and flavor of major urban destinations when planning their leisure time travel – and we are pleased to make available a series of unmatched resources to help them research and make their travel decisions."

Forbes Travel Guide expects to release additional City Guides later in 2010.

ABOUT THE CITY GUIDES

Each City Guide contains close to 200 pages of information-packed narrative, photographs and insider perspectives that are based on Forbes Travel Guide's star rating system that has been the most trusted source for travelers since 1958. The information-packed Guides help direct travelers to the finest lodgings, restaurants, and attractions a city has to offer, making an otherwise daunting task – planning a visit to a major international destination – a lively, entertaining and enjoyable experience. Colorfully written and illustrated, each Guide comes in a handy pocket-size format, making it an ideal travel companion for the trip.

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The Guides are available at Borders, Barnes & Noble, Amazon.com, Waldenbooks, Books A Million, and most major booksellers/independent book stores.

For more information about the Guides, please visit any of these retail outlets, or learn more at www.forbestravelguide.com.

ABOUT FORBES TRAVEL GUIDE

Forbes Travel Guide, formerly Mobil Travel Guide, originator of the prestigious Mobil Star ratings and certifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. In October 2009, Mobil Travel Guide announced a strategic partnership with Forbes Media LLC. This exclusive licensing agreement between two industry leaders with more than 140 years of combined experience transfers the hospitality industry's premier star rating and travel guide brand from ExxonMobil to Forbes. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective proprietary standards, providing consumers the insight to make better-informed travel and leisure decisions.

ABOUT FORBES MEDIA LLC

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 17 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 and ForbesWoman magazines, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Poland, Romania, Russia and Turkey.

Other Forbes Media Web sites are: Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

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