

FORBES CROATIA MAGAZINE TO LAUNCH IN NOVEMBER 2008

NEW YORK, NY (August 19, 2008) -- Forbes announced today the November 2008 launch of its ninth and latest local-language edition, *Forbes Croatia*, in partnership with Europapress Holding in Croatia. Europapress has signed an exclusive licensing agreement with Forbes to publish an edition of the magazine in four countries: Croatia, Serbia, Bosnia-Herzegovina and Montenegro. The initial launch will be in Croatia, with a first print run of 24,000, to be distributed in major regional cities.

Produced in Croatia with an independent editorial team, the magazine will contain content based on *Forbes'* U.S. edition, in addition to local Croatian business news and commentary.

“The initial launch of *Forbes Croatia* is targeted at meeting the needs of the nation’s domestic media market, which for some time has been lacking a reliable, analytical and quality business magazine,” said Nino Pavic, Chairman of Europapress Holding. “With the elements associated with the Forbes brand, choosing it seemed like the only correct option.”

Forbes Television and Licensing President Miguel Forbes stated: "We couldn't be more excited about launching *Forbes Croatia* in an emerging free market that has already embraced entrepreneurial capitalism and the Flat Tax system."

This latest magazine adds to Europapress Holding’s portfolio of more than 30 publications, making it the leading multimedia-publishing house in Croatia, and one of the largest in South-eastern Europe. Europapress annually publishes over 117 million copies of print issues with different profiles, from dailies to the world’s most popular magazines, with every edition the leading brand within the specific target audience.

Forbes Media:

Forbes Media encompasses *Forbes* magazine and other media properties, including Forbes.com, the company’s Internet business, which reaches in excess of 20 million people monthly and is the #1 business site on the Web. The company publishes *Forbes*, the nation’s leading business magazine—which celebrated its 90th anniversary in 2007—and *Forbes Asia*, which together reach a worldwide audience of nearly five million readers. The company also publishes *ForbesLife*, *ForbesLife Executive Woman* and *ForbesLife MountainTime* magazines, in addition to local-language licensee editions published in China, Israel, Japan, Korea, Poland, Russia, Turkey and the United Arab Emirates.

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