

FORBES SIGNS DEAL TO LAUNCH *FORBES BULGARIA* IN OCTOBER 2009

NEW YORK, NY (January 7, 2009) -- Forbes announced today the launch of its eleventh and latest local-language edition, *Forbes Bulgaria*, in partnership with Attica Media Bulgaria.

The launch will be held in Sofia, Bulgaria, with the first issue being published in October. *Forbes Bulgaria* will have an initial circulation of 30,000.

The content of *Forbes Bulgaria* will consist of 60% Bulgarian business news, commentary and features and 40% editorial from *Forbes'* U.S. edition.

Thanos Priovolos, Managing Director of Attica Media Bulgaria, said, "Bringing *Forbes* to Bulgaria, is a great honor but also a huge responsibility for Attica Media Bulgaria. We are sure that *Forbes Bulgaria* will be the leading and most respected business magazine in Bulgaria."

Forbes Television and Licensing President Miguel Forbes stated: "*Forbes Bulgaria* is our next move in Forbes Media LLC's rapid expansion through Eastern Europe."

Attica Media Bulgaria is part of the Greek company, Attica Publications Group, and has been publishing six international monthly magazines in Bulgaria since 2002, including *Maxim*, *Playboy*, *Grazia*, *Maxim*, *Joy*, *OK*, and *Casaviva*.

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, 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 that are published in China, Croatia, Israel, Japan, Korea, Poland, Russia, Turkey and the United Arab Emirates.