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FORBES ISRAEL MAGAZINE MOVES TO NEW PUBLISHER

NEW YORK, NY (April 20, 2009) -- Forbes announced today the change of its publishing partner in Israel for its local-language edition, *Forbes Israel*. Mirkaei Tikshoret LTD, one of the largest media groups and publishers of newspapers in Israel, has signed an exclusive licensing agreement with Forbes to continue publishing the leading business magazine in Israel beginning with the May 2009 issue. A new editorial team will produce the magazine, which has a circulation of 25,000.

Eyal Golan, managing director of Mirkaei Tikshoret Ltd, said: “This partnership marks an incredible milestone in Israel’s media, with the world-leading Forbes making its renowned publication more widely available to Israel’s business leaders and the wider public.”

Forbes Television and Licensing President Miguel Forbes stated: “We are delighted to continue in Israel with Mirkaei Tikshorshoret LTD publisher of the Jerusalem Post among many other highly respected titles in the region.”

Mirkaei Tikshoret LTD:

Mirkaei Tikshoret LTD is one of the largest media groups and publishers of newspapers in Israel. Its holdings, among other things, include: The Jerusalem Post, the most widely read English language daily newspaper in Israel; The International Jerusalem Post, a weekly paper distributed worldwide; The Jerusalem Report, a bi-weekly newsmagazine on the Middle East and The Jewish World; The Jerusalem Post Youth Magazines; The Jerusalem Post French Edition, The Jerusalem Post Christian Edition; daily newspapers in Russian; weekly and monthly magazines in Hebrew; and radio stations and broadcasting rights.

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches 18.6 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 5.4 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to local-language licensee editions in China, Croatia, Israel, Japan, Korea, Poland, Romania, Russia, Turkey and the United Arab Emirates. Other Forbes Media Web sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

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