

**FORBES SIGNS DEAL TO LAUNCH *FORBES LATVIA*  
IN MARCH 2010**

**NEW YORK, NY (December 16, 2009)** -- Forbes announced today the launch of its latest local-language edition, *Forbes Latvia*, in partnership with SK Group in Latvia.

The launch is being held in Riga, Latvia with the first issue being published at the beginning of March 2010. *Forbes Latvia* will have an initial circulation of 20,000.

The content of *Forbes Latvia* will consist of 60% Latvian business news, commentary and features and 40% editorial from *Forbes US*. The Latvian edition will be published monthly. The deal also includes rights to launch editions in Lithuania and Estonia.

Arkadijs Steimans, Publishing Director of SK Media Latvia, said “Bringing Forbes to Latvia during such a challenging time is a great honor to us and a huge responsibility for SK Group. We are sure that Forbes will be the leading business magazine in Latvia and the driving force behind recovery of the economy”.

Forbes Television and Licensing President Miguel Forbes stated: “We are excited about Forbes’ expansion into the Baltic countries starting with Latvia and we feel confident that SK Media will develop an important presence for the newly launched partnership.”

**SK Group:**

SK Media Latvia is a part of international publishing house SK Group. Since 2001 in Latvia SK has published over 10 special interest magazines such as: RigaNOW!, NEXT and Men’s Gadgets, as well as support multiple online properties. SK is also active in CIS countries and in Russia it publishes over 10 titles including world renowned INSTYLE magazine.

**Forbes Media LLC:**

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches 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, Latvia, India, Israel, Korea, Poland, Romania, Russia and Turkey.

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.

**CONTACT: Elizabeth Wasden, [ewasden@forbes.com](mailto:ewasden@forbes.com) or 212.367.4157**