



***FORBESLIFE MOUNTAINTIME* MAGAZINE TO LAUNCH JULY 4**

New York, NY (April 23, 2008) — Forbes announced today the upcoming launch of *ForbesLife MountainTime*, a new lifestyle publication targeted at the nation’s top tier of consumers in the Rocky Mountain and Sierra Mountain regions. The publication will be distributed regionally through local newspapers in the U.S.’ most affluent ski areas. Its Publisher is Don Welsh, a 30-year veteran of magazine publishing, and its Editor is Philip Armour. *ForbesLife MountainTime* is scheduled to launch July 4, 2008.

Editorial content of *ForbesLife MountainTime* will focus on each area’s local personalities, home design, the latest sporting equipment and upcoming events in the region. Every issue will include at least two pages of editorial and two pages of advertising specific to that market.

“The magazine will be high-end in look and feel, with primarily service-oriented content that speaks to local residents and second homeowners alike,” said Armour.

With 20 issues per year, produced either biweekly or monthly, *ForbesLife MountainTime* will be circulated to more than 150,000 readers of regional papers in cities such as Vail, Aspen, Telluride and Lake Tahoe, where some of the nation’s top ski resorts are located.

“I am delighted to team up with Forbes on this unique magazine. We can’t wait for the Fourth of July launch,” said Welsh, who founded the award-winning *Budget Living Magazine* and conceived the idea for *ForbesLife MountainTime*.

“*ForbesLife MountainTime* is a natural extension of the *ForbesLife* brand,” said Forbes Magazine Group President and Publisher James Berrien. “It is one more way for affluent people to see that the Forbes brand can access information to enhance their leisure time.”

The target audience for *ForbesLife MountainTime* includes people in the top 9% per capita income in the U.S. Additionally, they are in the top 10% education level, nationally.

***ForbesLife MountainTime* joins Forbes' other lifestyle publications:**

ForbesLife, published bi-monthly, which is mailed with *Forbes* to all subscribers and shows its readers how to get the most pleasure from every season with its Spring Fashion, Spring Travel, Summer Fun, Fall Fashion, Fall Travel and Winter Holiday issues; and *ForbesLife Executive Woman*, a quarterly publication with an initial circulation of 125,000 female Forbes subscribers, aimed at Forbes' community of executive women readers, providing them with luxury lifestyle content they won't find anywhere else.

Forbes Media:

Forbes Media was formed in August 2006 as a result of an investment in Forbes by Elevation Partners, in which the private equity firm became a minority shareholder in a newly formed company, encompassing *Forbes* magazine, Forbes.com and other media properties. Forbes.com reaches in excess of 20 million people monthly. Forbes is the publisher of *Forbes*, the nation's leading business magazine—which celebrated its 90th anniversary in 2007—and its international edition, *Forbes Asia*, which together reach a worldwide audience of nearly five million readers. Forbes.com is the company's Internet business, which is the homepage for the world's business leaders and the #1 business site on the Web. The company also publishes *ForbesLife* and *ForbesLife Executive Woman*. Forbes' local-language editions include: *Forbes Nihonban*, *Forbes Korea*, *Forbes China*, *Forbes Russia*, *Forbes Arabia*, *Forbes Israel*, *Forbes Poland* and *Forbes Turkey*.

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