



***FORBESLIFE MOUNTAINTIME PREMIERES 1ST ISSUE
FEATURES TED TURNER, HIGH-ALTITUDE BOATING, AND MORE***

New York, NY (June 30, 2008) – On July 4, 2008, the premiere issue of *ForbesLife MountainTime*, will be circulated to more than 150,000 readers of regional newspapers in the Rocky Mountain and Sierra Mountain regions. The new lifestyle magazine, targeted at the nation’s top-tier consumers, will feature local personalities, home design, the latest sporting equipment and upcoming regional events.

According to Publisher Don Welsh, “Our premiere issue of *ForbesLife MountainTime* is better than my wildest dreams. The editorial captures the spirit of mountain living with fabulous writing and extraordinary photography.”

“The Big Picture” section of *ForbesLife MountainTime* invites iconic figures in each issue to sound off about their ties to the mountains. The inaugural issue features Ted Turner, who shares insight on everything from raising bison, to being married to Jane Fonda, to arguing for nuclear disarmament. Turner also touches on global warming explaining, how important it is for the U.S. to start using clean, renewable energy.

Editor Philip Armour commented on the premiere issue: “Working with my favorite writers, photographers, and art directors to launch a magazine for Forbes has been a once-in-a-lifetime opportunity. I hope people love the magazine as much as we do and anticipate its release every two weeks.”

Also included in this issue:

- **Water Ho! (p. 32)** – It’s regatta time! Discover how these boaters are redefining seafaring and where they will compete.
- **LocalTime (p. 9)** – Sublime photography from *ForbesLife MountainTime* local contributors from Colorado and Wyoming, in front of and behind the camera.
- **PlayTime (p. 14)** –A calendar of events showing what’s happening in the hottest destinations in the West.
- **PrimeTime (p. 18)** – News, Gear, Food, Media – Artisanal cheeses, Snake River Brewery and what does \$100,000 buy you? Land in some of the most beautiful locations in Utah, Colorado, Wyoming and California.
- **RealTime (p. 44)** – In “The Eddy Less Traveled” former *Outside* editor Kevin Fedarko shares his experiences of ditching the New York City rat-race and becoming an oarsman in the Grand Canyon.

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