

FORBES ANNOUNCES PARTNERSHIP WITH THE TRAVEL CHANNEL TO PRODUCE LUXURY LIFESTYLE SPECIALS FEATURING FORBES CONTENT

New York, NY (October 29, 2009) – Forbes has partnered with the Travel Channel to produce **FORBES LUXE 11**, a luxury lifestyle series consisting of ten, hour-long episodes. The series, featuring Forbes content and Forbes on-camera talent, will begin airing on a weekly basis starting Saturday, November 7, 2009 at 10pm ET.

The shows will be broadcast in high definition, will feature content provided by Forbes in a list format and will offer a glimpse into the world of the privileged and wealthy. The first show will feature “Mega-Toys.” Later in the series, topics will include: Exclusive Hotels, Extravagant Meals, Extreme Excursions, Luxury Steals, Icy Hot Spots, First-Class Traveler, High Seas Style, and Billionaire-Owned hotels. Forbes editors and writers will appear throughout each special bringing their unique wealth and luxury coverage to the lifestyle category.

Forbes President of Television and Licensing, Miguel Forbes commented on the new series, “Our new partnership with the Travel Channel is a vital part of Forbes’ continued expansion into television and luxury coverage”.

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