

**FORBES SIGNS DEAL WITH ARAB PUBLISHER HOUSE
TO LAUNCH *FORBES MIDDLE EAST*
IN OCTOBER 2010**

NEW YORK, NY (July 19, 2010) — Forbes announced today the signing of an agreement to launch *Forbes Middle East* in partnership with Arab Publisher House. The magazine, Forbes' latest international edition, will be based in Dubai, UAE.

The launch will be held in Dubai, with the first issue slated to be published in October 2010. *Forbes Middle East* will have an initial circulation of 25,000, rising to 30,000 within six months.

The contract signing, at Forbes headquarters in New York, was attended by Dr. Nasser Al Tayyar, President of Arab Publisher House; Mr. Miguel Forbes, President of Business Development for Forbes; and Mr. Tom Wolf, Forbes' Senior Advisor, International.

Mr. Miguel Forbes said, "We are thrilled to partner with Arab Publisher House to bring Forbes to the Middle East. We believe that *Forbes Middle East* exhibits a strong multilingual and multiplatform strategy that mirrors the standards of the Forbes brand."

Dr. Nasser Al Tayyar said, "I want to thank Forbes Media for the confidence and trust it has placed in Arab Publisher House by choosing us out of 20 publishers who bid for this license. We believe in the Forbes brand, the most trusted business brand in the world, and Arab Publisher House will invest extensively in positioning the brand in the Middle East. We have a very strong multinational, multilingual team with a passion for editorial excellence, and we will uphold Forbes standards and quality." He added, "*Forbes Middle East* will be printed in Arabic starting in October, and also in English beginning in 2011. We will also have a strong online presence."

Arab Publisher House is a newly formed joint venture of influential Saudi Arabian investors with its head office in Dubai Media City; it plans to bring to the region a

number of other key publications, including *ForbesWoman*, *ForbesLife* and other magazines.

ABOUT FORBES MEDIA:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 18 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, India, Indonesia, Israel, Korea, Latvia, Poland, Romania, Russia, Slovakia and Turkey.

Other Forbes Media Web sites are: Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

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