

FORBES SIGNS DEAL TO LAUNCH *FORBES ROMANIA* IN 1ST QUARTER OF 2009

NEW YORK, NY (October 30, 2008) -- Forbes announced today the launch of its tenth and latest local-language edition, *Forbes Romania*, in partnership with media group Adevarul Holding in Romania.

The launch is being held in Bucharest, Romania, with the first issue being published at the beginning of March. *Forbes Romania* will have an initial circulation of 50,000.

The content of *Forbes Romania* will consist of 60% Romanian business news, commentary and features and 40% editorial from *Forbes* US. The Romanian edition will be the only international local-language edition to be published biweekly.

Razvan Corneteanu, General Manager of Adevarul Holdings said, “Bringing Forbes to Romania is more proof of Adevarul Holding’s commitment to becoming the most important Romanian publisher.”

Forbes Television and Licensing President Miguel Forbes stated: “Forbes is very honored by the opportunity to launch in Romania. It will be the first Forbes foreign publication to run on a bi-weekly basis.”

Adevarul Holdings publishes the newspapers, *Adevarul*, *Adevarul de Deara* and *Click*. Additionally, the media company publishes the magazine, *Dilema Veche*, *Dilemateca* and *Foreign Policy*, the annual catalogue *Adevarul – 500 Billionaires*, and it is also present on the international media market as publisher of the Ukraine newspaper *Blik*, which appears in Kiev.

Forbes Media:

Forbes Media encompasses *Forbes* magazine and other media properties, including Forbes.com, the company’s Internet business, which reaches in excess of 20 million people monthly and is the #1 business site on the Web. The company publishes *Forbes*, the nation’s leading business magazine—which celebrated its 90th anniversary in 2007—and *Forbes Asia*, which together reach a worldwide audience of nearly five million readers. The company also publishes *ForbesLife*, *ForbesLife Executive Woman* and *ForbesLife MountainTime* magazines, in addition to local-language licensee editions published in China, Israel, Japan, Korea, Poland, Russia, Turkey and the United Arab Emirates.

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