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***FORBES TURKEY* MAGAZINE MOVES TO NEW PUBLISHER**

NEW YORK, NY (August 21, 2008) -- Forbes announced today the change of its publishing partner in Turkey for its local-language edition, *Forbes Turkey*. Turkuvaz Gazete Dergi Basim Anonim Sirketi, a division of Calik Holding A.S., has signed an exclusive licensing agreement with Forbes to continue publishing the leading business magazine in Turkey. The same editorial team will continue to produce the magazine, which has a circulation of 17,000.

"*Forbes Turkey* continues to be targeted at meeting the needs of the nation's domestic media market," said Levent Tayla, Managing Director of the Magazine Group.

Forbes Television and Licensing President Miguel Forbes stated: "We are very pleased to be working with the Calik Group to enhance *Forbes Turkey's* existing leadership position in an emerging market that is setting new standards for entrepreneurial capitalism."

Calik Holding A.S.:

This latest magazine adds to Calik's portfolio of more than 20 publications, making it the leading multimedia-publishing house in Turkey.

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, and the United Arab Emirates.

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