



FORBES SIGNS DEAL TO LAUNCH FORBES UKRAINE IN FIRST QUARTER 2011

New York, NY, USA / Kiev, UKRAINE (September 1, 2010) – Forbes announced today the launch of its latest local-language edition, Forbes Ukraine, through a licensing agreement with United Media Holding (UMH).

The first issue of the magazine will appear in the first quarter of 2011.

Boris Lozhkin, the President of UMH, said: "It is the great honor and a huge responsibility for us to launch the Forbes brand in the Ukraine. Entering the Ukrainian market with the most influential business magazine in the world is an important step for us in moving towards a global economy, and in implementing the best standards in world journalism".

"The goal of UMH is to make Forbes the most successful business magazine in the Ukraine, with the greatest amount of trust amongst readers and the advertising community," added Boris Lozhkin.

Miguel Forbes, Forbes Television and Licensing President, stated: "Forbes is glad to welcome Ukraine into the Forbes family, and work with UMH to establish leadership in a market with so much potential."

About UMH:

United Media Holding (UMH) is an international diversified media company. Starting from May 2008 shares of UMH are listed on the Frankfurt Stock Exchange. UMH owns the Ukrainian Media Holding group of companies and the Populyarnaya Pressa Publishing House, which operates business in Russia and Kazakhstan. The President of the company is Boris Lozhkin.

About Forbes Media LLC:

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, Middle East, Poland, Romania, Russia, Slovakia and Turkey.

Other Forbes Media Web sites are: RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; RealClearWorld.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.