

FORBES SIGNS DEAL TO LAUNCH FORBES INDONESIA

First issue to be published later this year

Feb. 25, 2010 -- Forbes announced today the signing of a deal to launch its latest international edition, Forbes Indonesia, in partnership with media group PT Wahana Mediatama. The magazine will be based in Jakarta, Indonesia. The first issue is slated to be published later this year.

Millie Stephanie, President Director, Wahana Mediatama said: "Indonesia is ready for a world-class and independent business magazine, and Forbes is the perfect brand for such a publication. The editorial approach of Forbes is well matched with the growing sophistication and aspirations of the Indonesian business community. For Indonesia, the entry of Forbes into the market signals the country's growing importance in the global business scene."

William Adamopoulos, President and Publisher of Forbes Asia, said: "We are excited to be entering the Indonesia market. The timing is excellent, with Indonesia's economy on a strong growth trajectory and the confidence of the country's entrepreneurs has never been higher. Indonesia's business story is exciting, and we look forward to telling that story in the pages of Forbes Indonesia."

The launch of Forbes Indonesia is a sign of the continued and growing commitment of Forbes to the Asia Pacific region. In addition to this new edition, Forbes has its flagship regional magazine, Forbes Asia, plus three partnerships to publish local editions -- Forbes China, Forbes India and Forbes Korea -- with a combined circulation of 360,000. The Forbes Global CEO conference will be celebrating its tenth year in Asia, with this year's event to be held in Sydney, Australia on Sept 28 and 29, and to be attended by some 400 high-level delegates and speakers. Forbes.com has a major readership in Asia, getting 1.7 million unique visitors from the region.

ABOUT FORBES MEDIA:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 17 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, Israel, Korea, Poland, Romania, Russia 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.

ABOUT WAHANA MEDIATAMA:

Wahana Mediatama is run and majority owned by publishing entrepreneur Millie Stephanie, in partnership with financial investor Jonathan Tahir. Stephanie is responsible for successfully publishing Indonesia Tatler since its launch in 2000. She is also a major publisher of custom publications. In 2005, Stephanie was named a finalist in the Ernst & Young Entrepreneur of the Year contest for Indonesia, and is an active member of the Indonesian chapter of YPO.

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