

FORBES TO LAUNCH FORBES ARGENTINA IN OCTOBER 2011

New York, NY / Buenos Aires, Argentina (September 13, 2011) – Forbes announced today the introduction of its nineteenth local-language edition, Forbes Argentina, in partnership with DRP, the Premium Magazine Division of “Grupo 23” (G23). The new edition is scheduled to launch on October 10, 2011, in the Spanish language and distributed throughout Argentina.

The editor is Alex Milberg who previously was the editor of Newsweek Argentina.

Distribution will be 15,000 copies and the cover price is US \$5.50. Editorial will consist of local business stories combined with content gleaned from Forbes U.S.

Forbes Television and Licensing President Miguel Forbes stated: "The Forbes family is so honored to launch Forbes in Spanish in Argentina with such an experienced partner."

"Business-people, company executives, opinion leaders and students are all aware of the prestige and value of the information provided by Forbes. Now they will be able to enjoy that product in Spanish, with the addition of content generated by our local staff," say Sergio Szpolski and Matias Garfunkel, majority shareholders of Grupo 23. "We believe Forbes will become the number one business magazine in Argentina," they forecast.

About DRP and Grupo 23:

DRP is the Premium Magazine Division of “Grupo 23” and is the local publisher of Newsweek Argentina, Lonely Planet Magazine (BBC), Expressions (American Express Magazine) and Cielos Argentinos (in-flight magazine of Aerolíneas Argentinas).

Grupo 23 is a media company that reaches over 2.5 million Argentines a day through its various platforms: a TV news channel, a radio station, four newspapers and seven magazines.

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the leading 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 magazine, in addition to licensee editions in Africa, Bulgaria, China, Croatia, Czech Republic, India, Indonesia, Israel, Kazakhstan, Korea, Latvia, Middle East, Poland, Romania, Russia, Slovakia, Turkey, and Ukraine.

Other Forbes Media Web sites are ForbesWoman.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com and RealClearWorld.com. Together with Forbes.com, these sites reach on average nearly 20 million business decision makers each month.

Steve Forbes serves as Chairman and Editor in Chief. Mike Perlis is President and Chief Executive Officer. Lewis D’Vorkin is Chief Product Officer.

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