



FORBES LAUNCHES FORBES UKRAINE

New York, NY, USA / Kiev, UKRAINE - (March 16, 2011) - 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 is on newsstands now in the Ukraine.

This marks Forbes' fourteenth international edition to date. Forbes Ukraine will begin on a monthly publishing schedule with a circulation of 30,000. Vladimir Fedorin, who most recently held a senior editorial position at Forbes Russia, will serve as the editor in chief.

Boris Lozhkin, the President of UMH, said: "It is a great honor and 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 Forbes family is so excited to enter the Ukraine, and work with UMH to offer our style of journalism to a such a dynamic market," said Miguel Forbes, President, Forbes Television and Licensing.

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:

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 China, Croatia, India, Indonesia, Israel, 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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