



FORBES INTRODUCES FORBES IN EUROPE

FOR IMMEDIATE RELEASE:

New York, NY, USA / London, UK (May 11, 2011) – Forbes Media has announced the introduction of *Forbes* in Europe, an English-language edition of *Forbes* magazine that will be distributed bi-weekly in eleven European countries. The first issue, "Forbes Global 2000," was delivered this week.

The European edition will be distributed to 20,000 C-level and senior executives in the UK, Germany, France, Italy, Spain, Switzerland, Sweden, Finland, Denmark, Norway and Portugal. These senior management executives represent various business sectors including: finance, technology, manufacturing, pharmaceuticals, automotive, travel and consumer products.

Forbes in Europe advertisers include Intel, LVHM, Deutsche Bank and Credit Suisse.

"This is the right time for a *Forbes* European magazine," said Steve Forbes, Chairman and Editor in Chief of Forbes Media. "Despite the current sovereign debt crisis, we believe Europe has a positive future. An economic recovery is coming and Europeans have become increasingly interested in entrepreneurship and business."

Mike Perlis, President and CEO of Forbes said, "Forbes' key strategy is to continue to be the pre-eminent source of information for business leaders and entrepreneurs and the center of that social conversation around the world. The introduction of *Forbes* in Europe is critical to achieving this goal. It expands our global footprint joining *Forbes* Asia and sixteen local language editions. The website will be hiring over thirty European contributors over the next few months."

Forbes Media also publishes 16 local-language licensed editions across Asia, The Middle East and emerging Europe; with a local-language edition to launch in Africa in the Fall of 2011.

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 Africa, China, Croatia, Bulgaria, 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.

For further information and any media enquiries please contact Charlotte Cornwell at Brown Lloyd James on 0207 591 9610 / charlottec@blj.co.uk