

MEREDITH PUBLISHING GROUP ANNOUNCES EXECUTIVE PROMOTIONS

New publishers at More, Fitness, Child, Traditional Home and Country Home

NEW YORK (August 11, 2005) – Meredith Corporation (NYSE: MDP), the leading publisher serving American women with a monthly reach of more than 75 million, today announced a series of promotions and new leadership at *More, Fitness, Child, Traditional Home*, and *Country Home* magazines. Meredith is the publisher of such well-known titles as *Better Homes and Gardens, Ladies' Home Journal* and *American Baby*, as well as the recently acquired *Parents, Child, Fitness, Family Circle* and *Ser Padres* magazines.

The leadership changes announced today by Jack Griffin, President of the Meredith Publishing Group, are:

- **Brenda Saget Darling has been named Publisher, *More* magazine.** Saget Darling, 49, who previously had served as Publisher of Meredith's *Traditional Home*, will be responsible for overseeing the 1.1 million circulation women's lifestyle publication. "Brenda has done a spectacular job leading *Traditional Home* to its preeminent position in the upscale shelter environment. We have every confidence she will catapult *More* in a similar fashion," says Griffin. She joined *Traditional Home* in 2003 after serving with Condé Nast. Over the past three years *Traditional Home* has increased its advertising page performance by nearly 20 percent (773 pages in 2002 vs. 919 pages in 2004). Saget Darling will report to Jeannine Shao Collins, Senior Vice President/Publishing Director.
- **Lauren Buerger has been named Publisher, *Fitness* magazine.** Buerger, 41, who has been Associate Publisher of *More* magazine since August 2004, will oversee the 1.5 million circulation monthly magazine. "Since joining *More*, Lauren has led its sales performance to record heights. She is a highly talented publishing professional ideally suited to lead *Fitness*," says Griffin. Prior to joining Meredith, Buerger was with Condé Nast. She will report to Jeannine Shao Collins.
- **Rich Berenson has been named Publisher, *Child* magazine.** Berenson, 39, joined Meredith in August 2004 and previously served as Director of Corporate Sales. He will be responsible for the title which provides parents with timely information and expert advice to help them raise their kids with smarts and style. "In his time with Meredith, Rich has done an outstanding job directing our company-wide approach to the marketplace," says Griffin. "He is a skilled publisher who understands brand positioning and building, which is perfect for *Child*." Prior to joining Meredith, he was with Time Inc. Berenson will report to Bob Mate, Executive Vice President/Publishing Director.
- **Pamela Daniels has been promoted to Publisher, *Traditional Home* magazine.** Daniels, 44, joined Meredith in 2000 and previously served as Associate Publisher, Advertising for the 950,000 circulation title for upscale and affluent women with

classic taste and a modern life. “In her tenure at *Traditional Home*, Pam has played a central role in its success and distinction. She is the ideal choice to succeed Brenda Saget Darling as Publisher,” says Griffin. Daniels will report to Michael Brownstein, Senior Vice President/Publishing Director.

- **Carey Witmer has been promoted to Publisher, *Country Home* magazine.** Witmer, 41, joined Meredith in 1998 and previously served as Associate Publisher for the 1.25 million circulation title. Nominated for a 2005 National Magazine Award, *Country Home* is the most relevant home magazine in America today. “Since joining *Country Home* from *Midwest Living* last year, Carey has provided outstanding, spirited sales leadership. Her promotion to publisher acknowledges her capabilities as a leader,” says Griffin. Witmer will report to Michael Brownstein.

In making the announcement, Griffin stated, “These individuals have demonstrated strong leadership, vision, and performance within their respective areas. They are deserving of this recognition, and we feel confident that they will bring tremendous energy and enthusiasm to their new assignments and responsibilities.”

Griffin notes that as a media company that reaches over 75 million women each month, it is important that these brands are represented by leaders who are passionate about their products and the markets they serve. “Each of these professionals has earned the respect of their peers and colleagues, and is committed to our goal of creating high quality, best in class products.”

About Meredith Corporation

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 24 subscription magazines and approximately 150 special interest publications. Meredith owns or operates 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 80 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations.

CONTACT:

Patrick S. Taylor
(212)551-6984

Patrick.Taylor@meredith.com