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**MEREDITH CORPORATION NAMES LAUREN BUERGER
ASSOCIATE PUBLISHER OF *MORE* MAGAZINE**

NEW YORK, August 18, 2004 - Meredith Corporation (NYSE:MDP) announced today that Lauren Buerger has been named Associate Publisher of *MORE* magazine, a new position. She will be based in Meredith's New York offices, and will begin her duties effective immediately.

"We are delighted to welcome Lauren back to the Meredith," said Jeannine Shao Collins, Senior VP/Group Publisher of *Ladies' Home Journal* and *MORE*. "Her experience in the publishing business will be an enormous asset to *MORE* as we continue to grow this exciting brand."

Buerger's most recent experience includes serving as Midwest Director of *Gourmet* since 2000, managing the magazine's Chicago ad sales office. She has also held positions as Midwest Manager for *Modern Bride*, and Marketing Director for Meredith's Integrated Marketing division, where she developed integrated communications programs for Fortune 500 companies.

In addition, she spent seven years as Midwest Manager at New York Times Company Magazine Group. Buerger began her 17-year publishing career as Account Manager for *Cosmopolitan* and *Victoria* magazines.

MORE has consistently been ranked as one of the industry's leading performers in the women's lifestyle field. *More's* advertising pages are up 12% for January-August 2004 vs. the same period last year, according to the Publishers Information Bureau.

Buerger attended Saint Mary's College, Notre Dame, earning a Bachelor of Arts degree in 1986. She serves on the Meals on Wheels Board of Directors, and the Chicago Marketing Committee of the MPA (Magazine Publishers of America).

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About *MORE* and Meredith Corporation

Launched in September 1998, critically acclaimed *MORE* magazine is the only lifestyle publication dedicated to women over 40. Each issue covers beauty and fashion shown on models who are over 40. Designed to make today's 40+ women look and feel better than ever, *MORE* features successful women who are still turning heads and making news. *MORE*'s articles on health, relationships, travel, and money are angled toward a seasoned, sophisticated audience. *MORE* is published ten times a year by Meredith Corporation. Its circulation of 950,000 reaches a readership of 3.4 million. *Ad Age* named *MORE* to their prestigious "A List" of Top 10 magazines of 2003.

Meredith Corporation 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, the country's foremost home and family authority, features 17 magazine brands, including *Better Homes and Gardens*, *Ladies' Home Journal* and *American Baby*, and approximately 150 special interest publications. Meredith (www.meredith.com) owns 13 television stations - including properties in top 25 markets such as Atlanta, Phoenix and Portland.

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