



**AMERICAN PATCHWORK & QUILTING MAGAZINE UNVEILS FIRST EVER
REDESIGN WITH JUNE ISSUE**

Meredith Corporation's Bimonthly Niche Quilting Magazine Gets New Look

NEW YORK, N.Y., (April 5, 2005) – *Better Homes and Gardens® American Patchwork & Quilting®* published by Meredith Corporation (NYSE:MDP), reveals a bold new look with the June 2005 issue, available on newsstands today. *American Patchwork & Quilting* will offer its readers a refreshing redesign of the popular bimonthly magazine including: A new logo; updated fonts; clean layout designs; and lifestyle photography. **(Cover image attached.)**

The redesigned *American Patchwork & Quilting* will feature a new column highlighting *American Patchwork & Quilting's* expert quilt tester, Laura Boehnke. Boehnke has tested every project that has ever appeared in *American Patchwork & Quilting*. She has a perfect quarter-inch seam allowance, an eye for color that goes beyond training, and adds a professionalism and credibility that is unmatched in other quilting publications. New issues will feature more people in the photos to increase the lifestyle dimension of the magazine. The new look includes more detailed photos of the quilts to help hobbyists understand how to apply the designs. Increased editorial content will provide readers with more how-to and do-it-yourself quilting they look for in *American Patchwork & Quilting*.

“Quilting is continually reaching new audiences, from new quilting groups that are popping up around the country to patterns that are passed down from generation to generation,” said Heidi Kaisand, executive editor of *American Patchwork & Quilting*. “As the leading authority, *American Patchwork & Quilting* must continue to adapt and cater to our traditional readers while appealing to a new crop of craft enthusiasts.”

Since its launch in 1993, *American Patchwork & Quilting* has provided readers with more than 600 unique quilt projects that are quilter-tested for accuracy. *American Patchwork & Quilting* continues to be the premier quilting publication that craft enthusiasts turn to for lifestyle-based editorial content, expert-endorsed project ideas, and tips on the art of quilting.

About *Better Homes and Gardens* Creative Collection

The *Better Homes and Gardens* Creative Collection and Special Interest Publications are the largest collection of newsstand publications in the world, with more than 250 issues a year in the areas of building & remodeling, decorating, gardening, and food & health.

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, the country's foremost home and family authority, features 18 magazine brands including *Better Homes and Gardens*, *Ladies' Home Journal* and *American Baby* 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 75 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 26 web sites and strategic alliances with leading Internet destinations.

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