

ANDY ALFORD NAMED VICE PRESIDENT, GENERAL MANAGER OF WGCL-TV, MEREDITH'S CBS AFFILIATE IN ATLANTA, GA

DES MOINES, IA - (March 15, 2005) - Meredith Corporation (NYSE: MDP) has promoted Andy Alford to Vice President and General Manager of WGCL-TV, the Meredith Broadcasting Group CBS affiliate serving Atlanta, GA.

Alford was previously the Station Manager and General Sales Manager at WGCL. In his new role, he will oversee its entire operations.

"Andy is a proven leader at the station," said Meredith Broadcasting President Paul Karpowicz. "We believe his continued leadership at the station in the General Manager role will help move WGCL forward, especially its sales and news operations."

Alford has nearly 20 years of television sales experience. He re-joined Meredith in 2002 after serving as the General Sales Manager of WOFL-TV in Orlando, FL. WOFL, which is currently owned by FOX, was previously owned by Meredith.

Alford also served as General Sales Manager at WTVH-TV in Syracuse, NY. Prior to that, he served as Local Sales Manager at WHEC-TV in Rochester, NY.

Alford graduated from Wittenberg University in Springfield, OH, with a Bachelor's degree in Political Science.

Meredith Corporation (NYSE: MDP; www.meredith.com) is one of the nation's leading media and marketing companies with core competencies in magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns 13 television stations that reach over 9 percent of television households across the country and one radio station: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix, AZ; KPDX-TV (UPN), Portland, OR; KPTV (FOX), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC), Nashville, TN; KCTV (CBS), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; WFLI-TV, Chattanooga, TN; WSHM, Springfield, MA; and KFYO-CA (FOX), Bend, OR, and radio station WNEM-AM in Saginaw-Bay City, MI. Meredith also has a joint sales agreement for KSMO-TV (WB) in Kansas City, MO.

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