

# AMY P. WILKINS NAMED PUBLISHER BETTER HOMES AND GARDENS MAGAZINE

NEW YORK (May 5, 2005)- Meredith Corporation [NYSE: MDP] announced today that Amy P. Wilkins has been named Publisher of Better Homes and Gardens magazine, effective immediately. The flagship publication of Meredith Corporation, Better Homes and Gardens reaches 38 million readers monthly.

Wilkins joins Meredith and Better Homes and Gardens after serving as the Publisher of Smithsonian magazine, a position held since 2000. Previously, she served as Publisher for Biography magazine from 1998-2000.

"Amy's expertise and knowledge of the advertising community makes her the ideal leader for our team. Her passion for the brand is infectious, allowing her to connect with clients and inspire colleagues," said Tom Harty, Senior Vice President, Meredith Publishing Group. "She's a strategic thinker, a creative problem-solver and we are thrilled to have her at the helm of Better Homes and Gardens."

Wilkins' extensive experience in the publishing industry includes a distinguished career at Health Magazine. She began her career at Health in 1990 as an Account Manager, eventually rising to the position of Publisher.

In addition, she was the publisher of Biography magazine, where she led the magazine to numerous honors and awards including being selected as one of Adweek's "Hot List of Top Ten" publications. During her tenure, she was also selected as one of Advertising Age's "25 Women to Watch."

Prior to joining Biography, Wilkins served as President of Petersen Companies Youth Division, where she oversaw all business and editorial operations for the publisher's stable for the youth market, including such well-known brands as Teen magazine.

She launched her career in magazine publishing as an Account Manager at McCall's.

She is a member of numerous professional organizations including Advertising Women of New York, The New York Advertising Club, Women in Communications, and Cosmetic Executive Women.

Wilkins holds a bachelor's degree in psychology from the College of the Holy Cross.

She will be based in Meredith's New York offices at 125 Park Avenue.

She currently resides with her family in North Caldwell, N.J.

About Better Homes and Gardens and Meredith Corporation

Better Homes and Gardens magazine, with a circulation of 7.6 million and a readership of 38.2 million, is America's foremost home and family authority. Better Homes and Gardens is dedicated to the most important people and most important place in a person's life - family and home. Better Homes and Gardens was named # 1 in Adweek's "The Hit List" for the second year in a row.

Meredith ([www.meredith.com](http://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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