

MEREDITH CORPORATION NAMES DAVID BROWN EXECUTIVE DIRECTOR STRATEGY AND CLIENT SERVICES, MEREDITH INTEGRATED MARKETING

LOS ANGELES, CA (May 13, 2005) - Meredith Corporation (NYSE:MDP), the publisher of such well-known titles as Better Homes and Gardens, Ladies' Home Journal and More magazines, announced today that David Brown has been named to the new position of Executive Director, Strategy and Client Services for Meredith Integrated Marketing's West Coast based clients.

"David has extensive experience of leading direct and interactive marketing for a wide variety of clients," said Matt Petersen, senior vice president, Meredith Integrated Marketing. "I am confident that he will be able to add tremendous value to our existing client base and grow our client portfolio on the West Coast."

Most recently, Brown was the Director of Direct & Digital Marketing at Colby & Partners in Los Angeles, a position that was initially at D'Arcy-Los Angeles until D'Arcy and Colby & Partners merged in 2003.

Previously, Brown served as the CEO of Highway One, a full service brand, direct and interactive agency. His marketing and advertising experience also includes senior level positions at OgilvyOne in Chicago, /Los Angeles, and London.

"It is very exciting to join Meredith, the recognized leader in the custom publishing and marketing business," says Brown. "I'm looking forward to working with Meredith's tremendous assets as both a content developer and database marketer."

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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