

# MEREDITH CORPORATION PROMOTES PETER HAEFFNER TO NATIONAL ADVERTISING DIRECTOR OF BETTER HOMES AND GARDENS

Gary Wenstrup Promoted To Western Director

NEW YORK (June 22, 2005) - Meredith Corporation [NYSE: MDP] announced today that effective immediately, Peter Haeffner has been named National Advertising Director of Better Homes and Gardens magazine - the flagship publication of Meredith, reaching nearly 40 million readers monthly. Gary Wenstrup has been promoted to Western Director.

In Haeffner's new position, he will oversee all advertising sales functions in Meredith's offices around the country. Wenstrup will manage the day-to-day sales efforts for the San Francisco, Los Angeles and Chicago offices and will report directly to Haeffner.

"Both Peter and Gary played an integral role in closing the biggest issue in the 83-year history of the magazine - the April 2005 issue with 222 advertising pages," said Amy Wilkins, publisher of Better Homes and Gardens. "Peter's leadership continues as paging increased over last year with the May and June 2005 issues. These are both well-deserved promotions and I look forward to their continued success."

Haeffner joined Better Homes and Gardens in October 2004 as the Eastern Sales Director. Previously, he was the Eastern Sales Manager of TV Guide, a position he assumed in February 2003. Before that, Haeffner held a variety of sales positions at publications such as Parade, Reader's Digest, New Choices and Sport magazines.

A graduate of Hamilton College, Haeffner, 39, lives in Garden City, N.Y., with his wife and three children. Haeffner is based in Meredith's New York offices at 125 Park Ave.

Wenstrup joined Better Homes and Gardens in 2001 as the Midwest Advertising Director. Previously, Wenstrup worked at TV Guide as the Midwest Director and before that held the position of Midwest Manager at Money and People magazines.

Wenstrup is a graduate of Western Michigan University and lives in Chicago with his wife and three children. Wenstrup is based in Meredith's Chicago offices at 333 North Michigan Ave.

About Better Homes and Gardens and Meredith Corporation

Better Homes and Gardens magazine, with a circulation of 7.6 million and a readership of 39.9 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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