

# MEREDITH NAMES BRITTA WARE EXECUTIVE DIRECTOR OF CORPORATE RESEARCH

NEW YORK (July 20, 2005) - Meredith Corporation (NYSE: MDP) today announced Britta Ware has been promoted to Executive Director of Corporate Research, effective immediately.

Ware is responsible for advertising and consumer research for Meredith's entire Publishing Group including new titles Child, Parents, Fitness, Family Circle and Ser Padres.

"Since joining Meredith a little less than a year ago, Ware has strengthened Meredith's leadership in market research and provided great insights for the entire corporation," said Tom Harty, senior vice president/general manager, Meredith Magazine Group and publishing director, Better Homes and Gardens and Family Circle.

Prior to joining Meredith, Ware spent nine years as Director, U.S. Advertising Research at The Reader's Digest Association. Her work included development of the Involvement Index, an innovative, cutting-edge industry tool for measuring magazine audience quality and the establishment of the Magazine Involvement Alliance, a group of publishers with a focus on the value of the reader experience.

In addition, Ware's background includes extensive experience with advertising and marketing agencies including serving as: Vice President, Associate Media Director, Saatchi & Saatchi; Media Planner, Foote, Cone and Belding; and Media Planner, Saatchi & Saatchi DFS/Pacific.

Ware is the Chair of the Magazine Publishers of America Research Committee and serves on numerous industry boards, including the ABC Advisory Council and Advertising Research Foundation, among others.

A graduate of University of New Hampshire, Ware, lives in Pleasantville, N.Y., and is based in Meredith's New York offices at 125 Park Ave.

#### About Meredith Corporation

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 features 24 subscription magazines - including Better Homes and Gardens, Ladies' Home Journal, Parents, Child, Fitness, Family Circle 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 80 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 32 Web sites and strategic alliances with leading Internet destinations.

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