

SIEMPRE MUJER TEAM GROWS WITH FIVE HIGH-PROFILE CONTRIBUTING EDITORS

Home Décor Maven Hildi Santo Tomás and Personal Freedom Guru Don Miguel Ruiz Among Notable Contributors

NEW YORK (July 25, 2005) - Meredith Corporation's Siempre Mujer, the first-ever lifestyle and shelter publication for Spanish-language dominant Hispanic women living in the United States, announced today the appointment of five new contributing editors, including TLC's "Trading Spaces" designer Hildi Santo Tomas and best-selling author/Toltec teacher Don Miguel Ruiz. The announcement was made by Johanna Buchholtz-Torres, editor-in-chief, Siempre Mujer.

"It is a true privilege to welcome such talented individuals to our editorial team," said Buchholtz-Torres. "Their significant contributions to the Hispanic community in their respective fields are unmatched and our readers nationwide will now have exclusive access to their knowledge and expertise in the pages of Siempre Mujer."

Siempre Mujer will launch in September 2005. The five new contributing editors are:

Hildi Santo Tomás - Famous for her design work on TLC's blockbuster show "Trading Spaces," Santo Tomás is a passionate and strong-willed force for creative change in homeowners' rooms, with a reputation for taking big risks for even bigger rewards. Santos Tomás' design experience is vast. She has worked with Third Millennium Development, Inc., a design and construction company, and Working Girls, an interior design business and workroom. Prior to becoming a full-time decorator, Santos Tomás worked as a stockbroker, political campaign strategist and in financial services catering to the Latin American countries. Raised with Cuban/Spanish traditions, she is a fluent Spanish speaker.

Don Miguel Ruiz - Dedicated to sharing his knowledge of the teachings of the ancient Toltec, Ruiz works to impart this wisdom to his students through lectures, workshops and journeys to sacred sites around the world. Celebrities such as Madonna, Ellen DeGeneres and Ricky Martin have embraced his teachings. Also an accomplished author, Ruiz has been featured in numerous publications including O, The Oprah Magazine, Glamour, USA Today and Today Body & Soul. His books include the New York Times best-seller The Four Agreements, The Mastery of Love and Prayers, among others.

Sylvia Mendoza - An award-winning writer and author, Mendoza is an advocate for the promotion of diversity, literacy and women's empowerment through education. She is the author of The Book of Latina Women: 150 Vidas (Lives) of Passion, Strength and Success, a perspective on Latina women who have made significant contributions in the arts, politics, science and history. She has been published in Hispanic, Uptown, Los Angeles Times, Décor & Style and Romance Writers' Report, among many others, and appeared on CSPAN's Book-TV, The Los Angeles Times Festival of Books, Book Expo America and the Latino Book & Family Festival. Mendoza's diverse achievements include teaching English as a second language and launching a full-service bilingual public relations agency in Puerto Rico.

Irma Murillo- Murillo is a well-know journalist, motivational speaker, freelance writer and astrologer in Mexico. She has dedicated her life to the area of self-help and has lectured on such topics as The Laws of Karma and How It Affects Us and The Transition of the Woman and Her Evolving Feminine in the Secon Phase of Uranus in the Era of Aquarius.

Xavier Serbia - A household name in the U.S. Hispanic market, Serbia has written, developed and hosted television segments and shows for the Hispanic community. His latest production was "El Camino al Triunfo," in collaboration with Telemundo and Ford, where he served as a writer, financial consultant and host. Serbia's columns have also been published in the United States, Puerto Rico and Latin America in publications such as El Nuevo Día in Puerto Rico, Hola Hoy in New York, Reforma in Mexico, Diario La Estrella in Texas, among others.

About Siempre Mujer

Launching in September 2005, Siempre Mujer is the first-ever lifestyle and shelter publication for Spanish-language dominant Hispanic women living in the United States. Published by Meredith Corporation (NYSE: MDP), Siempre Mujer reflects the lifestyles, aspirations and dreams of Hispanic women who keep their traditions alive and embrace new American values. Siempre Mujer helps the Latina woman navigate this new culture by covering the worlds of: Home décor; fashion and beauty; food and entertaining; family and parenting; culture and entertainment; relationships and self-development; health and fitness; and finance. The magazine will launch as a bi-monthly with a rate base of 350,000.

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 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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