

MEREDITH CORPORATION NAMES LOREEN STRASSER MIDWEST ADVERTISING DIRECTOR FOR FAMILY CIRCLE

NEW YORK (August 15, 2005) - Meredith Corporation (NYSE: MDP) announced today that Loreen Strasser is joining Family Circle magazine as Midwest Advertising Director, effective immediately. Strasser will be responsible for the Chicago, Texas and Detroit territories for the 4.2 million-circulation title.

Strasser, 39, joins Family Circle from Time Inc.'s Money magazine, where she has served as the Midwest/Southwest Ad Sales Director for the past seven years. Her almost 20-year career in advertising also includes stints as Midwest/Southwest Sales Representative at ACT III Publishing and Media Planner at Foote, Cone & Belding in Chicago.

"Loreen has a proven track record in the very markets that represent an important component of Family Circle's future growth opportunities," commented Publisher James Carr. "Her agency, marketing and sales background will serve her extremely well in her new capacity and I'm excited to work with her to take the magazine to new heights."

Strasser is a graduate of Miami University in Ohio and will be based out of Chicago.

About Family Circle

Published 15 times a year by Meredith Corporation, with a circulation of 4.2 million and 21 million readers, Family Circle is one of the most widely read monthly magazines. Family Circle provides smart, sensible solutions in a voice that encourages and celebrates success in its pages and online at www.familycircle.com. Family Circle has always been committed to women's issues and in 1973 became the first women's magazine to fully underwrite a professional women's sporting event women's sporting event, the Family Circle Cup, an annual women's tennis tournament held in April in Charleston, S.C., at Family Circle Magazine Stadium. Family Circle has also partnered with CBS Television's The Early Show for a monthly on-air segment with Hannah Storm called "In The Family Circle."

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