

LOWMAN NAMED EXECUTIVE DIRECTOR OF MARKETING AT BETTER HOMES AND GARDENS AND BAKER NAMED ASSOCIATE PUBLISHER OF MARKETING FOR FAMILY CIRCLE

NEW YORK (October 10, 2005) - Meredith Corporation (NYSE: MDP) announced today that Diane Lowman has been named Executive Director of Marketing for Better Homes and Gardens magazine and Julie Baker has been named Associate Publisher of Marketing for Family Circle magazine, effective immediately. Both positions report directly to Nancy Weber, Vice President, Group Marketing Director for the Meredith Magazine Group.

In Lowman's new role, she will be responsible for leading the marketing, events and creative services team at Better Homes and Gardens in developing comprehensive marketing solutions that leverage the breadth and depth of Meredith's large brand and helping to develop the strategic positioning and creative communications of the magazine to the advertising and marketing community.

Lowman comes to Better Homes and Gardens from Smithsonian Magazines where she was Marketing Director for five years of Smithsonian magazine, My Smithsonian, Official Museum Guide of the Smithsonian, and Air & Space magazine. Responsible for strategic positioning, creative development and promotion, Lowman developed merchandising programs, promotional opportunities and integrated marketing partnerships for the magazines' clients.

Prior to working at Smithsonian Magazines, Lowman was Marketing Director for Biography magazine and Marketing Manager of A&E Program Guide. She began her career as a Copywriter at Devine & Pearson Advertising in Quincy, Mass.

Baker returns to Family Circle as Associate Publisher of Marketing where she will be responsible for leading the marketing, promotion and creative services team at Family Circle. She will be in charge of developing the strategic positioning and creative communications plans of the magazine for the advertising and marketing community. In addition, Baker will develop comprehensive marketing solutions for Family Circle that leverage the many assets of Meredith.

Most recently, Baker served as Associate Publisher of Marketing for Meredith's Midwest Living magazine. Her background includes serving as Promotion Director of McCall's magazine and before McCall's, she spent eight years in a variety of research and marketing positions including Promotion Director at Family Circle.

"I am thrilled to have Julie and Diane on board as leaders for our creative teams," says Weber. "Both bring a strategic discipline that enhance our approach and enable us to create programs that will truly resonate, not just with our advertisers, but with our large scale readership."

Lowman received a bachelor's degree from the University of Maine. She currently lives in Connecticut.

Baker received a bachelor's degree from Baruch College and resides in New York City.

Both Lowman and Baker will be based in Meredith's New York offices at 125 Park Avenue.

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 25 subscription magazines - including Better Homes and Gardens, Family Circle, Ladies' Home Journal, Parents, Child, Fitness, and American Baby - and approximately 200 special interest publications. Meredith owns 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. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage.

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