

# AMERICAN BABY AND THE KNOT OPEN ONLINE BABY GIFT SHOP

NEW YORK (December 15, 2005)- The American Baby Group, the premier multimedia provider of information to expectant parents and young families including American Baby magazine, and The Knot Inc., a lifestage media company and the nation's leading wedding resource, announced today that they have officially opened the doors to one of the largest online baby gift shops.

The new e-commerce site, [www.AmericanBabyShop.com](http://www.AmericanBabyShop.com), features over 400 baby gift products from some of the nation's leading manufacturers in the "personalized gifting" market including 3 Martha's, Koo Koo, Noa Lilly, Creative Gifts, and Reed & Barton among others.

Almost every item featured in the shop can be personalized with embossing, engraving and printing for the newborn child and parents. Products featured include fleece and cotton blankets, bibs, canvas diaper bags, sterling silver cups and spoons to picture frames, bookends, baby rompers and stationery among others.

"Given the fact that last year consumers spent over \$30 billion on baby gifts and products, we wanted to create a destination that offers new moms and gift givers the opportunity to find unique and special baby gifts that could be customized," says Lauren Wiener, Vice President, Meredith Interactive. "We are excited to partner with The Knot, who has a solid track record in building shopping destinations for a specific lifestage, to offer our consumers products targeted specifically to their needs."

As part of this unique partnership, The Knot will provide product, personalization, distribution and warehousing for all of the items featured on [AmericanBabyShop.com](http://AmericanBabyShop.com).

"We felt that working with the American Baby Group and Meredith was the perfect partnership," says David Liu CEO of The Knot. "Their audience of over one million unique monthly users is actively engaged in an important life stage experience and we are uniquely suited to respond to this type of active audience."

The American Baby Shop was developed through a partnership of [AmericanBaby.com](http://AmericanBaby.com), the companion Web site to American Baby, a publication of Meredith Corporation (NYSE: MDP), and The Knot, (NASDAQ: KNOT) the popular media lifestyle company that is home to the largest online shopping destinations for newly engaged and married couples, [TheKnot.com](http://TheKnot.com).

The American Baby Group will promote the [AmericanBabyShop.com](http://AmericanBabyShop.com) to the 6 million monthly American Baby magazine readers as well as across its broad array of branded events and programs including the American Baby Faires. It will also tap into the Meredith network of parent related titles and Web sites which include such popular magazines as Parents and Child to further reach the active baby gift shopper.

#### 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 25 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 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 more than 85 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. The Family Circle Cup, America's premier women's professional tennis tournament - owned and operated by Meredith, is held every April in Charleston, South Carolina and has for over three decades continued to showcase the best in women's tennis.

#### About The Knot, Inc.

The Knot, Inc. (Nasdaq: KNOT) is a leading lifestage media and services company. The company's flagship brand, The Knot, is the nation's leading wedding resource that reaches over 1 million engaged couples each year through the Web, newsstands, bookstores, national television and more. Its award-winning website, [TheKnot.com](http://TheKnot.com), is the most-trafficked online wedding destination. The company also offers a diverse collection of print publications including national and regional editions of THE KNOT Weddings magazine, a book trilogy with Broadway Books, and two gift book series. The company also produces a TV series on The Oxygen Network, a Video On Demand (VOD) service for Comcast Cable and has content distribution partnerships with MSN and Comcast. The Knot, Inc. has recently launched several brands targeted before and beyond the wedding day, including teen-oriented [PromSpot.com](http://PromSpot.com), newlywed site [TheNest.com](http://TheNest.com) and online personal site, [GreatBoyfriends.com](http://GreatBoyfriends.com). The Knot, Inc. is based in New York.

---

