

TRADITIONAL HOME PROMOTES BLAIRE RZEMPOLUCH TO ADVERTISING DIRECTOR

NEW YORK, N.Y., (February 22, 2006) – *Traditional Home*, a publication of the Meredith Corporation (NYSE: MDP), has promoted Blaire Rzempoluch to the position of Advertising Director. She was most recently the magazine's New York Advertising Manager.

In making the announcement, Publisher Pam Daniels noted that *Traditional Home* recently closed its biggest April issue ever, with paging up 17.6 percent and revenue up 18.7 percent over April 2005.

"Blaire has over 10 years of experience in media sales and management and has been a key contributor to helping build our momentum in the marketplace," commented Daniels. "Her dedication, hard work, intelligence, and passion will serve her well in her new role as we continue toward our goal of building on the upscale shelter leadership position for the magazine.

Prior to *Traditional Home*, Rzempoluch-Hetzer served as Eastern Advertising Manager for the *Better Homes and Gardens* Special Interest Publications. She also served as Travel Manager and Account Executive at *Country Home*. Before Meredith, Rzempoluch-Hetzer worked at Scholastic Inc. as New England Advertising Manager for *Home Office Computing* and National Accounts Manager for *Early Childhood Today*. She has also worked at Lebharr-Friedman, Inc., Reed Travel Group and Mac Fadden Holdings.

Rzempoluch-Hetzer, a graduate of the University of Virginia, lives in Nutley, N.J. She is based in Meredith's New York offices at 125 Park Ave.

About *Traditional Home*

Traditional Home, published by Meredith Corporation [NYSE: MDP], is an upscale design and decorating publication targeting affluent readers. The magazine has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, *Traditional Home* combines classic taste and modern style, has a circulation of 950,000, and is published eight times a year.

Traditional Home was recently named one of the Most Notable Magazine Launches of the past 20 years by *MIN* magazine.

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