

MEREDITH ANNOUNCES CREATION OF VIDEO SOLUTIONS UNIT

Will develop and distribute video content for use across all media platforms

NEW YORK, NY (March 13, 2006)– Meredith Corporation (NYSE:MDP), one of America's leading media and marketing companies and the publisher of *Better Homes and Gardens*, today announced the creation of Meredith Video Solutions, a new venture that will work across Meredith's media platforms to develop and distribute original and existing video content for use by consumers and marketing partners alike.

"Meredith's Publishing and Broadcasting Groups are creating rich content every day," said Paul Karpowicz, President of the Meredith Broadcasting Group. "Meredith Video Solutions will help develop video content and secure outlets for its distribution, including the Internet, as well as cable, satellite, network and syndicated television. We possess some of the most recognizable brands in consumer media, and we will expand initiatives to create content that can be used across multiple platforms."

The new business unit will be overseen by Karpowicz, with vice presidents Mark Berryhill and J.R. McCabe reporting to him. Berryhill will be responsible for production and programming, and McCabe will have sales and new business development duties. Both will be based in Meredith's New York City offices.

Berryhill moves from Vice President of News and Marketing for the Meredith Broadcasting Group, a position he has held for the last four years. He has spent more than 20 years in the news, marketing and programming end of the television business, with stops in San Francisco, Boston, Pittsburgh and Cedar Rapids. He is a graduate of Portland (OR) State University.

McCabe is joining Meredith from Paramount Pictures Television, where he was Eastern Regional Sales Manager. Prior to that, he managed sales and partnerships for Universal Domestic Television. A 15-year veteran of the entertainment sales industry, McCabe's earlier career experience included stints with New World/Genesis Television and the New York Times Broadcast Group. He is a graduate of James Madison University.

Meredith's current video initiatives include a just-introduced series of six 30-minute shows based on magazine content that is being syndicated to more than 85 percent of U.S. television markets; American Baby branded video on demand being distributed by Comcast cable; Better Homes and Gardens branded streaming video on Meredith web sites; custom how-to DVDs created for The Home Depot; and news and feature vignettes based on Meredith magazine content shown on all 14 Meredith television stations and other stations across the country.

"We have an excellent base from which to build," said Karpowicz. "We are currently evaluating a number of either cable or syndicated distribution channels for Meredith video programming."

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*, *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.

CONTACT:

Art Slusark; 515/284-3404; art.slusark@meredith.com

Patrick Taylor; 212/551-6984; Patrick.taylor@meredith.com

<https://news.people.inc/2006-03-13-MEREDITH-ANNOUNCES-CREATION-OF-VIDEO-SOLUTIONS-UNIT>