

MEREDITH TAKES A BITE OUT OF FOOD TITLES WITH THE PREMIERE OF EAT

Better Homes and Gardens Special Interest Publication Serves Up Easy, Affordable Food for Families

DES MOINES (March 28, 2006)— Meredith Corporation (NYSE:MDP) announced today that it is introducing *EAT*, a quarterly special interest publication that provides busy moms and dads with inspiration, know-how and simple recipes to please their families. The Spring 2006 premiere issue, single-sponsored by Kraft, hits newsstands and supermarkets March 28 with a \$4.99 cover price.

“There was a void for a magazine about easy family food,” says Lois White, editor of *EAT*. “We want to help families prepare and plan delicious food for a variety of occasions that is manageable and adaptable to the varied needs of today’s active families.”

White notes that the *Better Homes and Gardens* Test Kitchen has been creating, testing and perfecting recipes since 1928. After 60,000 recipes, *Better Homes and Gardens* editors have learned that families are looking for practical meals – that are quick and easy to prepare – to appeal to everyone from toddlers on up.

“*EAT* is packed with easy, affordable foods that speak to families whose lives are full of picky eaters, jam-packed schedules or staggered eating times,” says White.

EAT organizes readers with shopping lists and timesaving tips, guides readers with step-by-step cooking techniques, shares ideas for picky eaters, gives hints on saving and splitting meals, and a host of other resources to make everyone a better cook. *EAT* also keeps its eye on nutrition so readers can serve their family well-balanced meals and healthful snacks.

Among the articles in the premiere issue include:

Car Food: A new spin on grab ‘n go food for a family car trip or meal en-route. Fresh and fun take-alongs – sandwiches and salads in a cup – are healthful ways to appease appetites on the road.

Sunday Dinner Simplified: *EAT* serves up a Sunday dinner that is half the work and twice the fun. Recipes simple enough that kids can help prepare but nice enough for guests including – Fruit and Broccoli Salad, Maple Chicken Fettuccine and Brownie-Walnut Pie.

Outside the Box: Zesty ways to spice up boxed mac and cheese.

Express-Lane Meals: Eliminate dinner dilemmas. Pick up a rotisserie chicken at the supermarket and get creative. Think Pulled Chicken Sandwiches, Mexican Chicken Casserole, Chicken Linguine with Pesto Sauce and Chicken Quesadillas

Forget About It: Take a break tonight. Enlist your slow cooker, toss in a few ingredients and enjoy French Dip with Mushrooms, Ginger Chicken, Orange Sesame Ribs and more.

Picky-Eater Pleasers: Recipes, strategies and tips to please and outsmart the picky eaters in every family.

Fast 5 Under \$15: Healthy and delicious and on a tight budget? *EAT* shows how to make affordable, nutritious meals and even provides the shopping list to speed up the process.

Party on a Shoestring: *EAT* shows how to throw a party when money is tight but the guest list is big. Recipes so tasty – no one will even guess pennies were pinched.

Meredith Special Interest Publications are the largest collection of newsstand publications in the

world, with approximately 200 issues a year in the areas of building and remodeling; decorating and design; cooking and entertaining; gardening and outdoor living; health and nutrition; and crafting.

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.

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. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The *Family Circle* Cup, America's premier women's professional tennis tournament, is owned and operated by Meredith and held every April in Charleston, SC. For more than three decades it has showcased the best in women's tennis.

CONTACT:

Lisa Bagley

(212) 551-7189

Lisa.Bagley@Meredith.com

<https://news.people.inc/2006-03-28-MEREDITH-TAKES-A-BITE-OUT-OF-FOOD-TITLES-WITH-THE-PREMIERE-OF-EAT>