

MEREDITH NAMES BETTER HOMES AND GARDENS GENERAL MANAGER AND ASSOCIATE PUBLISHER

NEW YORK (April 10, 2006)- Meredith Corporation (NYSE:MDP) announced today that Rebecca Roth has been named General Manager and Alain Begun has been named Associate Publisher, Marketing and Brand Development, for *Better Homes and Gardens*.

Roth joins *Better Homes and Gardens* from a similar position at Meredith's Women's Lifestyle Group, which includes *Ladies' Home Journal*, *Fitness* and *More* magazines. Roth's duties will cut across the entire *Better Homes and Gardens* franchise including responsibility for strategic planning, financial management, business development, and brand integration.

Prior to Meredith, Roth held a number of positions at the *The Boston Globe*, including Director of Circulation Sales and Director of Strategic Planning. She has experience in planning and operating positions in magazines, newspapers, and advertising agencies, and has held senior level positions at Young & Rubicam and The New York Times Company.

Roth earned a bachelor's degree from Yale College and a master's of business administration from Wharton. She will continue to be based at Meredith's New York offices at 125 Park Ave.

Begun joins *Better Home and Gardens* from *Ladies' Home Journal* where he was Associate Publisher/Marketing. Begun will be responsible for developing and implementing the *Better Homes and Gardens* brand positioning in marketplace.

Begun first joined Meredith Corporation in 1998 as Marketing Director of *Better Homes and Gardens*. He later served as Marketing Director for *PeopleM*, before returning to Meredith in 2001.

Begun's background includes eight years with *Fortune* magazine, where he held numerous senior level positions including the Marketing and Communications Director on the launch of *Fortune Asia*. He began his publishing career at *U.S. News & World Report* as a senior research analyst and later worked for *TV Guide* and Advance Publications.

He holds a bachelor's degree in English and a MBA degree in marketing and international management from Rutgers University. Begun will continue to be based at Meredith's New York offices at 125 Park Ave.

About *Better Homes and Gardens*

Better Homes and Gardens magazine, with a circulation of 7.6 million and a readership of 40 million, is America's foremost home and family authority. *Better Homes and Gardens* is dedicated to the most important people and most important place in a person's life—family and home. *Better Homes and Gardens* was named # 1 in Adweek's "The Hit List" for the third year in a row.

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