

Meredith Extends Publishing Brands to Canada, Spain

More to Publish Canadian Edition; Spanish Version of Diabetic Living

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DES MOINES, Iowa and NEW YORK, May 4 /[PRNewswire-FirstCall](#)/ -- Meredith Corporation (NYSE: MDP), one of America's leading magazine publishers, has expanded the reach of its magazine and book brands to Canada and Spain.

Meredith and Transcontinental, Inc., one of Canada's leading media companies, have entered into an exclusive, multi-year licensing agreement to publish and distribute More magazine in Canada. The first Canadian edition of More, a U.S. success story in reaching women over 40, will appear in Spring 2007.

Launched in 1998, More has twice been named to Ad Age magazine's "A" List and this year to Ad Week magazine's Hot List. The magazine has steadily grown circulation to over 1 million readers.

"More fills an underserved niche in both the Canadian marketplace and Transcontinental's suite of women's magazines," said Francine Tremblay, senior vice president of consumer publications at Transcontinental Media.

Meredith will also expand its reach into Spain through a licensing agreement with Globus Comunicacion, a leading Spanish magazine publisher. Globus will publish a Spanish-language version of Diabetic Living, a magazine that offers upbeat health and lifestyle information, and a series of books based on the Better Homes and Gardens Big Book of Home How-To. Material published in Spanish will be available for Meredith to share with U.S.-based Hispanic readers.

This marks the second international expansion of Diabetic Living, which was introduced in Australia and New Zealand last year.

"We continue to show success at extending our brands outside the United States," said John Zieser, Vice President Corporate Development, General Counsel and Secretary for Meredith Corporation. "More has now taken a first international step toward proving it speaks strongly to women everywhere, and that advertisers are eager to reach them. Diabetic Living continues to grow as a brand, and we anticipate many opportunities to add to the reach of Meredith's book titles."

About Meredith Corporation

Meredith (<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, Family Circle, Ladies' Home Journal, Parents, 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 approximately 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.

SOURCE: Meredith Corporation

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