

# Meredith Corporation and SEEC Media Launch Chinese Edition of Better Homes and Gardens Magazine

## 300-page Inaugural Issue on Sale in China, Hong Kong, Taiwan and Singapore

PRNewswire-FirstCall  
DES MOINES, Iowa, and HONG KONG  
(NYSE:MDP)

DES MOINES, Iowa, and HONG KONG, June 13 /[\*\*PRNewswire-FirstCall\*\*](#)/ -- Meredith Corporation (NYSE: MDP), one of America's leading magazine publishers, and SEEC Media Group Limited (HKSE: 0205), a leading print media company in China, have launched the first Chinese-language edition of Better Homes and Gardens magazine.

The Chinese Edition of Better Homes and Gardens, now available in mainland China, Hong Kong, Taiwan and Singapore, delivers more than 300 pages of content, including a bonus feature "100 Years of Home Revolution" to showcase the magazine's rich history and tradition.

"Better Homes and Gardens China is a perfect marriage of American flavor and local Chinese taste," said Meredith Chairman and Chief Executive Officer William T. Kerr, who visited Beijing for the magazine's launch. "It offers a variety of original content, as well as material from the parent title, targeted at modern Chinese middle-class families."

The partnership links Better Homes and Gardens, which has nearly 40 million monthly readers in the United States and is one of the world's strongest magazine brands, with the world's most populous nation.

"China is one of the world's most dynamic nations, and we are thrilled to team with SEEC Media, a high-quality publisher, to introduce the Better Homes and Gardens brand to the Chinese consumer and advertising markets," said John Zieser, Vice President of Corporate Development for Meredith. "Better Homes and Gardens, the foremost authority on home and family, is uniquely suited to help Chinese consumers live richer and fuller lives, and to serve advertisers wishing to reach this fast-growing market."

SEEC Media is a leading print media advertising company in China, possessing a prominent financial media portfolio that includes the influential Chinese financial magazine, Caijing. Based in Hong Kong and publicly traded on the Hong Kong Stock Exchange, SEEC Media's media advertising portfolio also includes New Real Estate Magazine and Securities Market Weekly. The company has expanded into non-financial publications and is seeking partnerships with non-Chinese magazine brands.

"There is a tremendous demand for home and family related information in China," remarked Mr. Boming Wang, Chairman of SEEC Media. "It is driven by robust economic growth and accumulation of wealth. We are pleased to join forces with Meredith to introduce the leading home and family title, Better Homes and Gardens, to China."

Cover Image

Visit <http://meredith.mediaroom.com/file.php/174/BH%26GChineseCoverRGB.jpg> to view the cover image of the premiere issue of Better Homes and Gardens China.

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, 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 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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