

# DAVE RANDELL NAMED HEAD OF MEREDITH EXPERIENTIAL GROUP

**New York, New York, August 10, 2006** – The Meredith Corporation (NYSE:MDP) announced that Dave Randell has been named as the Executive Director for the Meredith Experiential Group, a new business unit in the Meredith Publishing Group.

In making announcement, Tom Harty, Executive Vice President, Meredith Publishing, stated that “Over the past several years many of our key brands have created highly successful branded events including the *More* Marathon, the More Model Search, *Ladies’ Home Journal* Wedding Vow Renewal, *Family Circle* Cup, and the *Fitness* Mind, Body & Spirit Games, among others. The success of these events reflects the strength of our brands as well as the growth and demand by our customers and clients for opportunities to “experience those brands” in new and exciting platforms.”

Harty continued “that is why I am pleased to announce the formation of a new business unit in Meredith Publishing, the Meredith Experiential Group, which will be headed by Dave Randell, the new Executive Director for the group. The goal of the Meredith Experiential Group will be to help our existing and future events grow and develop new sources of revenue and support.”

Reporting to Jack Bamberger, Senior Vice President of Corporate Sales, the Meredith Experiential Group will work alongside the marketing and sales operations for the Meredith brands and events to help them generate support from non-traditional sources such as sponsorship sales and cross platform marketing.

Randell’s background and experience in sports and promotional marketing makes him ideally suited to lead this new enterprise at Meredith.

Prior to joining Gruner & Jahr in the Corporate Sales and Marketing Group, he held numerous senior level positions in leading promotional and marketing agencies including serving as the Vice President, Account Director/New Business Development of Alcone Marketing where he oversaw promotional events and programs for clients such as Playtex, Luxotica, Linens & Things, and Con Agra, among others; and, Dryden Partners, where as Vice President, Account Director, he was responsible for integrated programs for clients such as Avis, Champion International Paper, Hewlett-Packard, MCI, and Universal Studios.

Randell resides in Port Chester, New York with his wife and four sons, and will continue to be based in Meredith’s New York offices at 125 Park Avenue.