

MEREDITH BROADCASTING GROUP PROMOTES KIRK BLACK TO SENIOR VICE PRESIDENT

Darrin McDonald Named Acting General Manager of KVVU; Patrick McCreery Named Acting General Manager of KPTV/KPDX

DES MOINES, IA (August 20, 2008) - Meredith Corporation (NYSE:MDP) today promoted Kirk Black to Senior Vice President of the Meredith Broadcasting Group. In addition to his current duties as Vice President and General Manager of Meredith's Kansas City duopoly, Black will mentor newly appointed acting general managers Darrin McDonald in Las Vegas, NV, and Patrick McCreery in Portland, OR.

"Kirk Black has proven his ability to increase ratings and grow revenues during his career at Meredith," said Paul Karpowicz, President of the Meredith Broadcasting Group. "In addition to his continued management of our important Kansas City duopoly, this promotion will allow him to provide direction for promising leaders in the group."

Black joined the Meredith Broadcasting Group in 1998 as general manager of WNEM-TV in Saginaw, MI. He was promoted to Vice President and General Manager of KCTV/KSMO in 2001. Black has more than 20 years of experience in the broadcasting industry. Prior to joining Meredith, Black served as General Manager of WIBW-TV in Topeka, KS, and held various sales management positions in markets across the country. He also serves on the CBS Affiliate Board.

Darrin McDonald has been promoted from General Sales Manager to Acting General Manager of KVVU-TV in Las Vegas, NV. Prior to working in Las Vegas, McDonald joined Meredith's KSMO-TV in Kansas City in 2004 as General Sales Manager. McDonald has nearly 20 years of experience in the broadcasting business including a stint as station manager of an Omaha, NE triopoly.

Meredith also announced that Patrick McCreery has been promoted from station manager to Acting General Manager of KPTV/KPDX in Portland, OR. McCreery joined Meredith's KPHO-TV in Phoenix, AZ in 2002. He was then promoted to Assistant News Director at KPTV, and assumed the role of News Director in 2004. Prior to Meredith, McCreery worked in various TV news roles in markets across the country.

McCreery's promotion will allow Kieran Clarke – former Vice President and General Manager of the Portland duopoly and now Executive Vice President of Meredith Video Solutions – to concentrate on growing the company's video business. Meredith Video Solutions creates broadcast quality video based on Meredith's highly trusted magazine brands for multi-platform delivery. Its growing portfolio includes two broadband channels – Better.tv and Parents.tv; Better – a daily hour-long syndicated lifestyle show that will air in more than 40 markets in the 2009 season; and Parents TV, a Video On Demand service airing on Comcast cable systems and mobile networks.

"Today's promotions are in recognition of the significant contributions Kirk, Darrin and Patrick have made to the Meredith Broadcasting Group," said Karpowicz. "Their extensive local experience and industry knowledge, as well as strong sales backgrounds, should contribute to additional growth in Kansas City, Las Vegas and Portland."

"Kieran Clarke was part of the original Meredith Video Solutions start-up team," said Karpowicz. "He nurtured what began as a local Portland-based show and video initiative into a substantial business. It's exciting to see Kieran expand his leadership role in order to grow MVS even further."

About Meredith Broadcasting Group

Meredith Corporation (www.meredith.com) is one of the nation's leading media and marketing companies with core competencies in magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns 12 television stations that reach nearly 10 percent of television households across the country. Meredith's Broadcasting assets include: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix, AZ; KPTV (FOX) and KPDX-TV (MYN), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC), Nashville, TN; KCTV (CBS) and KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; WSHM, (CBS) Springfield, MA; and radio station WNEM-AM in Saginaw-Bay City, MI.

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