

Meredith Extends Its International Reach With Expansions of Parents, More and Diabetic Living

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

DES MOINES, Iowa, Oct. 14 /PRNewswire-FirstCall/ -- Meredith Corporation (NYSE: MDP), one of America's leading media and marketing companies, has announced multiple licensing agreements to extend Parents, More, and Diabetic Living brands to seven international regions, collectively. With these new alliances, Meredith's global reach will expand to more than 25 agreements in 40 countries.

The new agreements include the following:

Parents -- Turkey, Brazil, Middle East/North Africa

-- Parents is now syndicated in the Turkish market by Maya Media, who currently publishes the leading parenting magazine in the country.

-- Brazilian publisher Editora Manchete will syndicate Parents content across the country. Editora Manchete has published Pais e Filhos, the most traditional and prestigious parenting magazine in Brazil since 1968.

-- Parents will be published throughout the Middle East/North Africa region by partner Saudi Specialized Publishing Co., a subsidiary of Saudi Research & Publishing Co. Through this agreement, Parents will reach additional audiences in countries such as Saudi Arabia, Egypt and the United Arab Emirates.

More -- Thailand, Canada (French version)

-- More will be published in Thailand by Rakluke Group beginning in fall 2008.

-- A Canadian French-language version of More is now available in Quebec through Transcontinental. The company currently produces an English-version of the magazine distributed throughout Canada.

Diabetic Living -- Mexico, Italy

-- Diabetic Living Mexico will be published quarterly by Kiosco Comercial -- a division of Mexico-based Lyrsa Editores -- beginning in late 2008.

-- Diabetic Living Italy will be published bi-monthly by Rome-based B Publishing SRL, and is expected to launch by early 2009.

Prior to these new agreements, the Parents brand is also found in China, Indonesia, India and Greece; More has an English-language presence in Canada; and Diabetic Living is published in Australia, New Zealand and Spain.

"Widening the boundaries of these audiences is a key element of our strategy to broaden our reach outside of the United States," said John Zieser, Meredith's Chief Development Officer. "Meredith is excited to offer our strategic partners both offline and online platforms to leverage these brands and trusted content. We will continue to seek similar alliances for our leading brands that help us fulfill our mission to reach more consumers."

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP:)(NYSE: <http://www.meredith.com>) is the leading media and marketing company serving American women. Meredith combines well-known national brands --

including Better Homes and Gardens, Parents, Ladies' Home Journal, Family Circle, American Baby, Fitness and More -- with local television brands in fast growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith then uses multiple distribution platforms -- including print, television, online, mobile and video -- to give consumers content they desire and to deliver the messages of its marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. The goals of these programs are to increase consumer loyalty and produce repeated consumer interaction. In the last two years, Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as online, word-of-mouth and database marketing. Meredith employs approximately 3,500 people throughout the United States. Meredith's fiscal 2008 annual revenues were \$1.6 billion.

CONTACT:

Meredith Corporation (<http://www.meredith.com/>)
Patrick Taylor, +1-212-551-6984, Patrick.taylor@meredith.com,
Art Slusark, +1-515-284-3404, art.slusark@meredith.com

SOURCE: Meredith Corporation

CONTACT: Patrick Taylor, +1-212-551-6984, Patrick.taylor@meredith.com,
or Art Slusark, +1-515-284-3404, art.slusark@meredith.com, both of Meredith
Corporation

Web site: <http://www.meredith.com/>

<https://news.people.inc/2008-10-14-Meredith-Extends-Its-International-Reach-With-Expansions-of-Parents-More-and-Diabetic-Living>