

DAVID JOHNSON TO JOIN MEREDITH CORPORATE DEVELOPMENT TEAM

DES MOINES, IA (Oct. 28, 2008) – Meredith Corporation (NYSE:MDP) today announced that David Johnson is being promoted to Vice President, Corporate Development, effective immediately.

Johnson will work Meredith's operations and corporate groups to lead the sourcing, negotiating and closing of acquisitions and strategic partnerships across the company. In addition, he will continue to be responsible for creating new brand licensing relationships. Johnson will report to Chief Development Officer John Zieser.

"David's extensive experience makes him the ideal candidate for this job," said Zieser. "In his brand licensing role, he developed strong relationships with many companies including Walmart, Realogy, Target, Universal Furniture, and others. We look forward to tapping David's knowledge as we grow our brand licensing activities and other businesses."

About Meredith Corporation

Meredith Corporation (www.meredith.com) 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. 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 also licenses its popular brands to leading companies, including an extensive line of Better Homes and Gardens-branded home products available exclusively at Walmart. Meredith employs approximately 3,500 people throughout the United States, including approximately 1,000 in Des Moines and 750 in New York City. Meredith's fiscal 2008 annual revenues were \$1.6 billion.

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