

ELISE CONTARSY PROMOTED TO VICE PRESIDENT BRAND LICENSING AT MEREDITH

DES MOINES, IA (Oct. 28, 2008) – Meredith Corporation (NYSE:MDP) today announced that Elise Contarsy is being promoted to Vice President, Brand Licensing, effective immediately.

Contarsy will assume full responsibility for running the Brand Licensing business. She will also work strategically with Meredith's Corporate Development team to develop new brand licensing partnerships. She will continue reporting to Executive Vice President Andy Sareyan.

"Elise is one of the most experienced brand licensing executives in our industry," said Sareyan. "Her skill was evident in the successful launch of the Better Homes and Gardens home collection in conjunction with Walmart Stores nationwide. She also brings extensive retail and media industry experience to her expanded role. We look forward to her continued leadership and insight."

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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