

# MEREDITH'S BETTER DAILY TELEVISION SHOW GAINS NATIONAL ATTENTION AS FASHION AND STYLE DESTINATION

NEW YORK, NY (April 13, 2009) – Meredith Corporation's (NYSE:MDP) Better daily lifestyle show – available soon in 50 markets nationwide – is gaining national attention as the place to turn to for style and fashion advice.

Led by Fashion Correspondent Lauren Ezersky – a pioneer in fashion programming and a key figure in the New York fashion arena – Better was prominent at New York's Fashion Week. Ezersky was one of the few reporters to land an interview with First Lady Michelle Obama's designer Jason Wu. In addition to taking Better viewers behind the scenes at the hottest fashion events and bringing them interviews with top designers, Ezersky is frequently profiled in major national fashion magazines. She is also fixture on many shows including Oprah Winfrey, CNN News and VH1's Fashion TV.

Better also boasts Giorgio Armani Celebrity Face Designer Tim Quinn as a regular make-up artist and contributor to the show. As the front-man for Giorgio Armani Beauty, Quinn travels internationally hosting special events. His make-up advice has graced the pages of leading fashion magazines and he is frequently featured on The Today Show, Extra and E! Entertainment. In addition to making regular appearances on Better, Quinn designs the faces of Hollywood's "who's who" including Helen Mirren, Julia Roberts, Naomi Campbell and Sarah Jessica Parker.

"Better is becoming a player of scale in women's lifestyle programming," said Kieran Clarke, Executive Vice President of Meredith Video Solutions. "We've done fashion pieces with designer Michael Kors and have interviews scheduled with celebrities like Tori Spelling and Jon Bon Jovi, to name a few. Better features are routinely mentioned on national radio and television talk shows. It's exciting that people are taking notice of what we're doing."

## About Meredith Corporation

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith owns or operates 12 television stations that reach nearly 10 percent of television households across the country and one radio station: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix; KPDX-TV (MYN), Portland, OR; KPTV (FOX), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC) Nashville, TN; KCTV (CBS), Kansas City, MO; 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; and WSHM, (CBS), Springfield, MA and radio station WNEM-AM in Saginaw-Bay City, MI.

Media Contact: Jen Harken, 515.284.3125 or [jen.harken@meredith.com](mailto:jen.harken@meredith.com)