

# MEREDITH'S BETTER DAILY TELEVISION SHOW OFFERS VIEWERS ULTIMATE GIRLFRIEND GETAWAY TO PRIVATE ISLAND OF LANA'I

NEW YORK, NY (April 20, 2009) – Meredith Corporation (NYSE:MDP) announced today that Better – its daily lifestyle show broadcasting in 50 markets nationwide – is partnering with Four Seasons Resorts to award one lucky viewer and her guest the Ultimate Girlfriend Getaway to the private island of Lana'i, Hawaii. The trip's estimated value is \$50,000.

Better encourages its female viewers to leave their husbands at home and travel with just the girls to Lana'i. The big winner and her guest will be awarded the "Ladies Who Luxe" package which includes round-trip transportation, private island transportation, five nights of luxurious accommodations at a Four Seasons Resort and a personal "It Girl" concierge to attend to her every need. The lucky ladies will also receive a "Girls Getaway Survival Kit," daily private cabana, private fitness and spa sessions, daily breakfast and a five-course dinner with wine pairing personally prepared by the Four Seasons executive chef.

"Better is really heating things up this spring with the Ultimate Girlfriend Getaway," said Kieran Clarke, Executive Vice President of Meredith Video Solutions. "The contest is a great way for us to celebrate our successful partnership with Four Seasons Resorts, reward our faithful viewers and drive people to [www.better.tv](http://www.better.tv)."

The contest starts on May 4 and runs through May 8. Viewers will be asked to watch Better for the "word of the day" and then visit [www.better.tv](http://www.better.tv) to enter the word for a chance to win. The winner will be announced on May 15, 2009.

## 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.

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