

MEREDITH PROMOTES JASON MULLENIX TO DIRECTOR OF SALES AT WCGL-TV IN ATLANTA

ATLANTA, GA (October 14, 2009) – Meredith Corporation (NYSE:MDP) today promoted Jason Mullenix to Director of Sales at WCGL-TV in Atlanta, Ga. Mullenix currently serves as Director of Sales and General Sales Manager at Meredith's Kansas City duopoly.

"Jason has a strong track record of motivating staff and producing superior results," said Kirk Black, Senior Vice President and General Manager of WCGL-TV. "While the rest of the Kansas City market saw declines during fiscal year 2009, Jason and his team increased their advertising revenue share. I look forward to helping him continue his sales success here in Atlanta."

Mullenix will oversee all sales activities including WCGL-TV, CBSatlanta.com and Better – Meredith's daily one-hour lifestyle show that allows stations to sell eight minutes of local product integration, news and entertainment features.

"I am thrilled to lead the team of sales professionals at WCGL-TV," said Mullenix. "I plan to introduce new multi-media marketing programs to build excitement among our clients and increase WCGL-TV's revenue share in the market."

Mullenix has nearly 20 years of experience in the broadcasting business. He joined Meredith Broadcasting Group in 2005 as KCTV-TV/KSMO-TV's Local Sales Manager. Two years later he was promoted to Director of Sales and General Sales Manager of the duopoly. Prior to Meredith, Mullenix worked in TV sales and sales management in markets across the country including stints at Katz National Television Sales in Houston, Tx; ABC National Television Sales in Dallas, Tx; and National Sales Manager at KOCO-TV in Oklahoma City, Ok.

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