

Meredith Corporation Expands Parents and American Baby Brands to Philippines and Russia Markets

DES MOINES, Iowa, May 17 /PRNewswire/ -- Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced it has formed syndication agreements for its **Parents** and **American Baby** brands with leading media partners in the Philippines and Russia. These agreements increase Meredith's total international reach to nearly 60 countries.

To view the multimedia assets associated with this release, please click <http://www.prnewswire.com/news-releases/meredith-corporation-expands-parents-and-american-baby-brands-to-philippines-and-russia-markets-93990389.html>

In the Philippines, Summit Media will syndicate content from Meredith's parenthood brands to supplement *Smart Parenting*, its locally published title. *Smart Parenting* is the parenting authority for Filipino parents of children from birth to age 6.

In Russia, Moscow-based Creative Media will syndicate content from Parents and American Baby as part of a newly launched title aimed at Russian parents called *Children*.

"These agreements, coupled with our other relationships for Parents in countries as diverse as Brazil, China and Saudi Arabia, demonstrate the universal appeal of Meredith's parenthood brands and our deep knowledge of the parenthood category in particular," said John Zieser, Meredith's Chief Development Officer.

In the United States, under Meredith's ownership, Parents is the No. 1 parenthood brand possessing the following:

- A monthly magazine possessing a circulation of 2.2 million,
- A powerful Web site attracting approximately 4 million unique visitors monthly,
- A popular syndicated video program available on Comcast cable networks and online at www.Parents.tv,
- Branded consumer products sold at retail across the United States.

About Meredith Corporation

Meredith Corp. (www.meredith.com) – owner of powerful consumer brands such as Better Homes and Gardens, Parents and Family Circle and cutting-edge marketing capabilities – is the No. 1 media and marketing company serving American women.

Meredith is actively seeking international licensing and strategic partners. If your company is interested in aligning with one of America's leading media and marketing companies, please contact John Zieser, Chief Development Officer (john.zieser@meredith.com) or his Business Development team below.

About Summit Media

Summit Media is the leading magazine publisher in the Philippines with more than 20 titles under its umbrella, including Good Housekeeping, Cosmopolitan and Women's Health under license.

About Creative Media

Creative Media, founded by former Axel Springer Russia Chief Executive Irina Silaeva, currently publishes five monthly magazines.

Related Links:

Meredith Corporation

Meredith International

SOURCE Meredith Corporation

For further information: Business, Mike Lovell, +1-515-284-3622, mike.lovell@meredith.com, or Oulayphone Sengvilay, +1-515-284-3860, oulayphone.sengvilay@meredith.com, both of Meredith International; or John Cabell, +1-303-449-9194, jtoomas@aol.com, or Mike Greehan, +1-305-987-3778, mfgreehan@aol.com, both of Cue Ball LLC; or Media, Patrick Taylor, +1-212-551-6984, patrick.taylor@meredith.com, or Art Slusark +1-515-284-3404, art.slusark@meredith.com

<https://news.people.inc/2010-05-17-Meredith-Corporation-Expands-Parents-and-American-Baby-Brands-to-Philippines-and-Russia-Markets>