

Meredith Expands Diabetic Living, Parents to India & Azerbaijan

(Alert: Meredith is participating at the World Magazine Marketplace event sponsored by FIPP September 16-17 at the Hotel Transamerica in Sao Paulo, Brazil. To discuss licensing opportunities, contact Mike Lovell at +1-515-771-1585.)

DES MOINES, Iowa, Sept. 14 [/PRNewswire/](#) -- Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced today that it will publish its *Diabetic Living* and *Parents* brands in India and Azerbaijan, respectively, under license with leading media partners in those markets. These agreements increase Meredith's total international reach to approximately 60 countries.

To view the multimedia assets associated with this release, please click <http://www.prnewswire.com/news-releases/meredith-expands-diabetic-living-parents-to-india--azerbaijan-102814674.html>

In India, MaXposure Media Group (India) Pvt Ltd. will publish a quarterly localized edition of *Diabetic Living*. It is expected to be available in India via both subscription and on the newsstand in 2011. In Azerbaijan, Caucasus Print Media will publish a localized monthly edition of *Parents*. It is expected to be available in Azerbaijan via subscription and on the newsstand in 2011.

"These new partnerships highlight the very wide appeal of Meredith's brands, and our deep knowledge of the parenthood and health categories in particular," said John Zieser, Meredith's Chief Development Officer.

Diabetic Living features cutting-edge research along with diet, exercise, food, nutrition and health information. It is dedicated to providing action-oriented information to help consumers improve their quality of life.

Parents is the No. 1 parenthood brand. In the United States, it possesses 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 video-on-demand syndicated program available on Comcast cable networks and online at www.Parents.tv
- Branded consumer products sold at retail across the United States

Meredith (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. **To learn more about Meredith's strategic partnering, [click here](#).**

Related Link:

[Meredith Corporation International Opportunities](#)

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For further information: For Business, Mike Lovell, +1-515-284-3622, mike.lovell@meredith.com, David Johnson, +1-515-284-3574, david.johnson@meredith.com, Chad Barnard, +1-515-284-2114, chad.barnard@meredith.com, Oulayphone Sengvilay, +1-515-284-3860, oulayphone.sengvilay@meredith.com, all 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 for Media, Patrick Taylor, +1-212-551-6984, patrick.taylor@meredith.com, or Art Slusark, +1-515-284-3404, art.slusark@meredith.com

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