

# MARK PETERSON TO JOIN MEREDITH AS VICE PRESIDENT OF NEWSSTAND

NEW YORK, N.Y. (December 22, 2011) — Meredith Corporation (NYSE:MDP) announced today that Mark Peterson has been named Vice President, Newsstand for the Meredith National Media Group.

Peterson will be responsible for working with Meredith's business and creative leaders to drive performance and visibility on newsstand and other single-copy sales channels. He will oversee Meredith's strategic relationships with major retailers, wholesalers and distributors. He replaces David Algire, who recently left the company to pursue a new professional opportunity.

"We are excited to have someone with Mark's strong background join the Meredith team," says Andy Sareyan, President, Meredith Consumer Brands. "He has a strong retail background in the retail and newsstand sales marketplace, and has worked with a broad diversity of premier magazine brands to help them maximize their reach with consumers."

Peterson most recently served as Executive V.P., Managing Director, DJG Marketing, LLC and President, ProCirc Retail Solutions Group. He was responsible for helping to manage the newsstand operations of nearly 20 media companies producing over 650 releases per year, including titles such as ESPN The Magazine, Disney, and PC World. Prior to joining DJG, Peterson was Partner & Chief Operating Officer for Vanguard Media, a leading African-American media and marketing company that publishes Savoy among other titles. Peterson's background also includes senior level positions with Primedia, Murdoch Magazines and Comag Marketing.

"I am looking forward to working with Meredith and its industry-leading brands and newsstand staples such as Better Homes and Gardens, Family Circle, Fitness and More among others," says Peterson. "As one of the largest magazine and media companies in the retail marketplace, Meredith provides a unique opportunity to work with powerful brands focused on providing women with the information they need for their lives, their families and their personal development."

Peterson will report to Sareyan, and will be based in Meredith's New York offices. Peterson attended Iona College and resides with his family in South Salem, New York.

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Ladies' Home Journal, Fitness, More and American Baby – along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, online, mobile and video – to give consumers content they desire and to deliver the messages of its marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith has significantly added to its capabilities in this area through the acquisition of cutting-edge companies in areas such as digital, mobile, word-of-mouth, social and database marketing.

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