

Meredith's Diabetic Living Launches in India, Russia and Mexico

DES MOINES, Iowa, Feb. 9, 2011 /[PRNewswire](#)/ -- Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced that its Diabetic Living brand has launched in Russia and Mexico and will launch this quarter in India with local licensing partners.

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Diabetic Living features cutting-edge research along with information related to diet, exercise, food, nutrition and overall health. It is dedicated to providing action-oriented information that helps consumers improve their quality of life. Diabetic Living is also published locally in Australia/New Zealand and Italy. In total, Meredith brands are available in more than 60 countries.

The brand will be published quarterly in Russia, Mexico and India. Meredith's local partners are:

- In Russia, Moscow-based Dear Media. Dear Media is headed by Nikolay Gogol, who brings a wealth of experience at developing and publishing popular medical brands and titles for women including Medical News, Home Doctor and Woman's Secrets.
- In Mexico, Mexico City-based Comercial TNS Mex – a division of Lyrsa Editores. Lyrsa publishes local editions of AutoBild, Everyday Food, Todo Papas and Solo Relojes across multiple media platforms.
- In India, New Delhi-based MaXposure Media Group (India) Pvt Ltd. MaXposure owns and operates publishing, advertising, digital and event management businesses.

"These agreements are an example of both the growing global need for quality science-based health-oriented content and Meredith's deep expertise at providing it," said John Zieser, Meredith's Chief Development Officer. "We're pleased to be partnering with Dear Media, Lyrsa and MaXposure to help consumers in India, Russia and Mexico lead full and healthy lives."

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's titles are currently distributed in more than 60 countries – including nearly 30 licensed local editions such as **Better Homes and Gardens** in Australia, China, India and Russia – making them accessible to hundreds of millions of consumers around the world.

Meredith uses its deep knowledge of the consumer and multi-media platform expertise to create innovative advertising and marketing programs for many of the world's largest companies. In the last three years, Meredith has added significantly to its portfolio through acquisitions and investments in the digital, mobile, word-of-mouth, health care, and database areas.

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

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