

MEREDITH ANNOUNCES GLOBAL EXPANSION WITH INVESTMENT IN IRIS; UNVEILS MEREDITH XCELERATED MARKETING BRAND IDENTITY

Creation of Meredith-Iris Global Network Offers Expanded Services for International Clients;

New Branding and Market Positioning Reflect Added Capabilities

NEW YORK, Oct. 21, 2011 [PRNewswire](#)/ -- Meredith Corporation (NYSE: MDP; www.meredith.com) today announced a strategic investment in London-based iris Worldwide (www.irisnation.com), one of the world's most successful international marketing agencies. The new relationship with iris enables Meredith to offer global marketing solutions to new and existing clients.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Meredith today also unveiled Meredith Xcelerated Marketing (MXM) – a new brand identity for Meredith Integrated Marketing. The updated market positioning reflects MXM's ability to create content-fueled, high-velocity marketing programs using a data-driven strategic process that significantly builds customer value and loyalty across multiple channels.

"In today's rapidly evolving marketplace, Brand and Customer Relationship Management (CRM) leaders are constantly searching for partners who can create and deliver innovative marketing solutions across a wide spectrum," says Martin Reidy, President of Meredith Xcelerated Marketing. "Increasingly, they are looking for companies with a global reach, too. MXM possesses the optimal mix of services and innovation to benefit clients on a global scale thanks to our investment in iris, and our new branding reflects the capabilities we've developed over the last five years."

Creation of the Meredith-Iris Global Network

The investment in iris Worldwide gives MXM a global platform to serve its many blue-chip clients, and further enhances its ability to provide customized marketing solutions across multiple channels and markets. In addition to its strengths in advertising, digital, print, public relations and CRM, iris Worldwide brings expertise in retail/shopper and experiential marketing to MXM's growing mix of expertise.

Iris Worldwide serves a diverse range of global clients including Shell, Microsoft, Sony Ericsson, Unilever, adidas, IHG, Heineken, Volkswagen and Philips. Privately owned and founded in 1999, iris Worldwide employs nearly 800 people with offices in London, Manchester, Amsterdam, Delhi, Beijing, Shanghai, Singapore, Sydney, Melbourne, New York, Miami, Mexico City and Atlanta.

Examples of iris' work include a traffic-stopping 3D projection mapped onto the façade of the Saks Fifth Avenue flagship store in New York during the holiday season; and creation and promotion of the official mascots for the London 2012 Olympics.

Stewart Shanley, Global CEO and Co-Founder of iris, said, "This is going to offer clients a real alternative to the traditional agency network model and one that is fit for the 'always on' world we now

live in. This network is built around the needs and interests of consumers. Meredith possesses expertise in content and in the creation of 'value-add' communities built around consumers. We are bringing these skills together with our creative expertise to give the best and brightest clients in the world all the tools they need to get closer to their consumers."

The investment in iris Worldwide will not have a material effect on Meredith Corporation's financial performance in fiscal 2012.

"The creation of the Meredith-Iris Global Network further expands Meredith's international footprint as well as our ability to serve our domestic clients by pursuing global opportunities to strengthen their consumer connections," says John Zieser, Meredith's Chief Development Officer. "We continuously seek new opportunities to align our businesses with market leaders throughout the world."

Creation of Meredith Xcelerated Marketing (MXM)

A leading multi-disciplinary organization of best-in-class services, MXM provides clients with in-depth knowledge, resources and expertise in core areas including loyalty, analytics, mobile, campaign management, social and digital.

MXM's heritage lies in its more than 40 years of experience in creating custom programs and customer relationship marketing platforms. Over the past five years, MXM has added expanded marketing capabilities in key areas with the acquisition of leading agencies The Hyperfactory (mobile), Genex (digital), New Media Strategies (social media), Directive (database analytics) and BIG Communications (healthcare). MXM now has more than 700 employees and works with more than 50 brands, including Lowe's, Kraft and Chrysler.

"This new market positioning showcases our commitment to a truly integrated client service engine, one in which clients have access to unparalleled category expertise, along with an agency structure that can oversee all aspects of digital strategy," says Reidy.

About Meredith Corporation

Meredith Corporation 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, EatingWell 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, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners. According to the Advertising Intelligence Reports (AIR) survey of more than 1,500 agency and marketing professionals, Meredith is the nation's "Highest Rated Media Company."

Additionally, Meredith Xcelerated Marketing (MXM) uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. MXM has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, video, database, healthcare and social marketing.

About Iris

Iris is an award-winning independent, global creative agency that delivers marketing campaigns for clients like adidas, Sony Ericsson, Sony, Philips and Reckitt Benckiser.

Over the past 12 years, iris has diversified to offer specialization in all disciplines, from management consultancy, CRM, direct and digital to advertising, PR, experiential, retail and sponsorship. It is the blend of these skills that allows the agency to deliver 'Extraordinary Ideas' – solutions that provide competitive cut through by being interesting, valuable and part of popular culture.

Launched in London in 1999, iris is one of the fastest growing micro-networks in the world and today has over 800 employees working across 13 countries.

SOURCE Meredith Corporation

For further information: CONTACT: Patrick S. Taylor, +1-212-551-6984, Patrick.Taylor@meredith.com, or Art Slusark, +1-515-284-3404, art.slusark@meredith.com, both of Meredith Corporation; or Julie Bowyer, Global PR Director of iris, +44207 101 7824,

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