

National Education Association's Member Benefits Corporation Engages Meredith Xcelerated Marketing to Direct CRM Strategy

NEW YORK, N.Y. (July 31, 2012)– Meredith Xcelerated Marketing (MXM), Meredith Corporation's (NYSE:MDP; www.meredith.com) global customer engagement agency, announced today that it has been selected by the National Education Association Member Benefits Corporation (NEA Member Benefits) to develop and implement its member engagement strategy.

The assignment will entail a robust program including: direct mail, email, website design, social CRM, content creation, and search engine optimization (SEO), underpinned by strategic data analytics.

NEA Member Benefits is a wholly-owned subsidiary of the NEA established to provide value-added financial, discount and professional development programs and services to NEA members and their immediate families.

"Our contemporary approach to customer engagement brings together the best in direct marketing with new thinking in multi-channel and content development," said David Brown, Executive Vice President of MXM. "We're confident this proprietary mix will enable NEA Member Benefits to deepen and enhance engagement with its members."

"Our business is a dynamic portfolio of audiences, stakeholders, products and channels," added NEA Member Benefits' Chief Marketing Officer, Ani Matson. "We are delighted to be working with MXM, who we feel is perfectly equipped to help us navigate through this complexity, and to act as a catalyst for increased engagement with our members."

About Meredith Xcelerated Marketing

Meredith Xcelerated Marketing's (MXM) heritage lies in its more than 40 years of experience in creating custom programs and customer relationship marketing platforms. What began as Meredith Publishing Services in the 1970s has evolved into a global full-service agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler. 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. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies.

In addition to the iris investment, over the past five years MXM has added expanded marketing capabilities in key areas with the acquisition of leading agencies including 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. Visit MXM.com for more information.

About NEA and NEA MB

The National Education Association is the nation's largest professional employee organization, representing 2.9 million public education elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become teachers. NEA MB is a wholly-owned subsidiary of the NEA charged with bringing additional value to Association membership by providing personal, financial and professional development products and solutions tailored for NEA members and their families.

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