

# Meredith Expands Digital Video Content with Original Videos from CelebTV

## Divine Caroline First Meredith Site to Feature CelebTV Videos

**NEW YORK, N.Y., (October 22, 2012)** – Meredith Corporation (**NYSE:MDP**; [www.meredith.com](http://www.meredith.com)), the nation's leading media company serving American women, announced today that it has reached agreement with CelebTV ([www.celebtv.com](http://www.celebtv.com)), the award-winning digital entertainment network, to feature daily original HD videos on Meredith's Divine Caroline ([www.divinecaroline.com](http://www.divinecaroline.com)) site beginning this week.

Under the terms of the arrangement, CelebTV will provide timely videos on everything Hollywood, including breaking news, celebrity style, body and diet, couples, babies, movies and television news. Divine Caroline has 1.7 million monthly unique visitors. It is part of the Meredith Women's Network, which reaches approximately 40 million monthly unique visitors.

"We are excited to deepen the digital video experience we offer to our consumers," says J.R. McCabe, Meredith's VP/Chief Video Officer. "Our research demonstrates that our female audience is interested in the unique information that CelebTV offers, and we are confident women of all ages will enjoy this high quality video content as a great complement to our already robust digital video offerings."

McCabe says CelebTV content will initially be available on Divine Caroline, but Meredith will consider expanding in the future to other Meredith digital sites. Meredith currently offers thousands of digital videos across its portfolio of women's sites on a variety of topics including lifestyle, entertaining, cooking, home décor, and healthy living.

"Meredith is best-in-class when it comes to women's media and we're ecstatic to have them as a partner," says Shannon Dan, Vice President, CelebTV. "Meredith understands the passions of American women and one of those passions is our sweet spot - entertainment."

Meredith Corporation features multiple well-known national brands – including *Better Homes and Gardens*, *Parents*, *Allrecipes.com*, *Family Circle*, *Ladies' Home Journal*, *Fitness*, *More*, *American Baby*, and *EveryDay with Rachael Ray*. Meredith owns or operates 13 television stations across the country, including fast-growing markets such as Atlanta, Phoenix, Portland (OR) and Las Vegas. Meredith Video Studios creates *The Better Show*, a daily nationally-syndicated lifestyle show that reaches 80 percent of U.S. television households, including 9 of the Top 10 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. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies through Meredith Xcelerated Marketing.

Founded in 2007, CelebTV has generated more than 1.5 billion video views to date across premium video and entertainment destinations, including Blinkx, Hulu, Synacor, The CW's Digital Studio, YouTube and Xfinity. The company has won numerous Telly Awards, a Webby and a NATPE Award.

### Contacts:

Patrick Taylor/ VP Communications, Meredith PR

212-551-6984/ [Patrick.taylor@meredith.com](mailto:Patrick.taylor@meredith.com)

Lauren Price, Director of Communications, CelebTV

312-645-5417/ [lprice@celebtv.com](mailto:lprice@celebtv.com)

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