

# Meredith Xcelerated Marketing Names Justin Prough Executive Creative Director for MXM's Genex Unit

**NEW YORK, N.Y. (November 20, 2012)**-- Meredith Xcelerated Marketing (MXM), the customer engagement agency of the Meredith Corporation (**NYSE:MDP**, [www.meredith.com](http://www.meredith.com)) today announced that it has named Justin Prough as Executive Creative Director for MXM's Genex business unit.

In this new role, Prough will be responsible for overseeing creative development for Genex's broad portfolio of digital clients.

Prough joins Genex with over fifteen years of experience building and leading world class brands and teams.

His background includes serving as Creative Director with agencies such as TBWA\Chiat\Day, TEQUILA, and Ignited, where he has guided the creative strategy for brands ranging from Nissan to Activision to Levi's to Logitech. His work has consistently been recognized at leading interactive and advertising industry events, including the Webby, MIXX, AdTech and Catalyst awards, along with honors at Cannes and the Effies for creating breakthrough integrated campaigns.

"Justin is simply a superb creative leader. He balances deep digital savvy with a keen understanding of the greater media landscape," says Kristi VandenBosch, SVP/GM Chief Digital Officer, Genex. "His unique ability to shape insightful ideas for brands will be a great asset to the diverse clients served by Genex."

Prough graduated with Honors from the University of Redlands with a BA in New Media Design. He is an accomplished fine artist and avid surfer and will be based in the Genex Los Angeles office.

## **About MXM:**

Meredith Xcelerated Marketing's (MXM) heritage lies in its more than 40 years of experience in creating custom content and customer relationship marketing platforms. MXM has now evolved into a full-service, global customer engagement agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler. In recent years, MXM has significantly expanded its marketing solution capabilities through the acquisition of leading companies specializing in mobile, digital, social media, database analytics and healthcare. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies. MXM now has more than 700 employees and works with more than 150 clients. Visit [MXM.com](http://MXM.com) for more information.

## **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*, *Allrecipes.com*, *Family Circle*, *Ladies' Home Journal*, *Fitness*, *More*, *American Baby*, *FamilyFun* and *EveryDay with Rachael Ray*– 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.

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