

Meredith Xcelerated Marketing Names Lisa Clune General Manager of MXM's Health Practice, Big Communications

NEW YORK, N.Y. (January 17, 2013) -- Meredith Xcelerated Marketing (www.MXM.com), Meredith Corporation's (NYSE:MDP; www.meredith.com) global customer engagement agency, announced today that it has named Lisa Clune as SVP and General Manager of MXM's Health Practice, BIG Communications.

As a Customer Engagement Agency (CEA), MXM transforms content, data analytics, social and mobile marketing into insights and innovation to drive customer engagement and create brand experiences that give clients a competitive edge. MXM's Health Practice, BIG Communications is the leader in Healthcare Relationship Management (HRM™), which is centered on the idea that better results come from better relationships. BIG focuses on two areas within HRM: Consumer and Professional, and has clients including Allergan, Novartis, and Bausch and Lomb.

In this new role, Clune will lead MXM's Health Practice in providing the marketplace with comprehensive marketing services built on the agency's CEA philosophy. She will work to enhance BIG Communications' core capabilities by integrating MXM's larger service offering to provide clients with innovative and industry leading Healthcare solutions. Lisa will report directly to Briggs Ferguson, Chief Operating Officer, MXM.

"Lisa brings with her a stellar track record in the Health Sciences sector," said David Brown, Executive Vice President, MXM. "Her deep knowledge of the industry combined with her experience providing Health Sciences training solutions are a fantastic fit as we look to grow our Health Practice and its Sales Force Effectiveness solution portfolio."

Prior to joining MXM, Clune served as the President of UL EduNeering, which provides online training solutions to the Health Sciences industry including pharmaceutical, medical device, and biotechnology companies, since 2009. During her time leading UL EduNeering, she increased revenue and profitability year over year for 2009-2012 by organic growth and oversaw the sale of the company from Kaplan, Inc. to UL (Underwriters Laboratories). Previously, she served as Chief Technology Officer and Senior Vice President of Operations at Kaplan EduNeering, having joined the company in 2006. Before joining Kaplan EduNeering, Clune served as Director of Corporate Applications at Tyco International. In that role, she held direct oversight responsibility for over 150 training programs and Internet applications. She has also held positions at General Electric Healthcare, Amersham Health and Hoffmann-LaRoche.

Clune was selected as one of the Top 50 women in business by NJ BIZ in 2010. She served on the Board of Directors of ProtonMedia, Inc. in 2011.

She holds a B.S. in business administration from Centenary College.

About Meredith Xcelerated Marketing

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 for more information.

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