

Meredith Xcelerated Marketing Named To Gartner's Annual Magic Quadrant for Global Digital Marketing Agencies

Agencies Evaluated Based on Vision and Execution Strategies

NEW YORK, N.Y. (December 30, 2013)-- Meredith Xcelerated Marketing (MXM), Meredith Corporation's (**NYSE:MDP**; www.meredith.com) global customer engagement agency, announced today that it has been included in the newest Gartner "Magic Quadrant for Global Digital Marketing Agencies" report. [1] The report was published on December 5, 2013.

For this report, Gartner focused on 17 agencies that are strategically and creatively led. The agencies were evaluated on "completeness of vision" and "ability to execute" and placed into one of four quadrants: niche players, visionaries, challengers and leaders. MXM is one of three agencies in the *Niche Players* category.

"As the digital marketing landscape continues to evolve, it becomes harder and harder for agencies to differentiate themselves," said David Brown, EVP and General Manager of MXM. "We feel our inclusion underscores MXM's ability to create strategic, content-centric marketing programs with data-driven, multichannel support. For clients with a story to tell, we have a compelling solution."

This inclusion comes amid MXM's strong client work for Kraft, Samsung and Chrysler, as well as strong organic growth in the automotive, healthcare and entertainment sectors.

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About MXM

MXM is a leading content-powered, customer engagement agency that provides fully integrated marketing solutions for some of the world's top brands, including Kraft, Lowe's, Chrysler, NBC Universal, and Victoria's Secret. Through its rich 40-year history, MXM has established itself as the dominant force in custom content and customer relationship marketing platforms. Strategic acquisitions in mobile, digital, social media, database analytics and healthcare have significantly broadened the agency's capabilities, and in October 2011, MXM expanded globally through a strategic investment in London-based iris worldwide. MXM employs over 600 people globally and is a part of Meredith Corporation (NYSE:MDP) www.meredith.com, a publicly-owned media and marketing company serving American women. Visit www.mxm.com for more information.

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[1] Gartner “Magic Quadrant for Global Digital Marketing Agencies” by Richard Fouts, Adam Sarner, Andrew Frank and Martin Kihn, December 5, 2013.

<https://news.people.inc/2014-01-02-Meredith-Xcelerated-Marketing-Named-To-Gartners-Annual-Magic-Quadrant-for-Global-Digital-Marketing-Agencies>