

The Better Show Marks Banner Year With Audience Growth And Partners

Lifestyle Show Expands and Attracts Market Leaders with Branded Programming

NEW YORK, Feb. 10, 2014 [/PRNewswire/](#) -- Meredith Video Studios' *The Better Show* announced today record high clearances and new branded entertainment partnerships for season 8 of the popular syndicated lifestyle show with renewals including Meredith, CBS Television Stations, Sinclair, Northwest Broadcasting and improved time periods on The CW100 Plus Network. The Better Show has also expanded into additional markets such as Miami.

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Now in its seventh season, *The Better Show* ranks No. 1 or 2 in its time period in numerous markets, and has experienced a 22% increase season-to-date in NSI C3 viewership nationally. *The Better Show* currently airs every weekday in more than 155 markets reaching 75 percent of U.S. television households, including New York, Los Angeles, Philadelphia and Boston.

"*The Better Show* audience growth reflects the show's incredible appeal to modern women who value its fun, engaging information you-can-use and what matters most in their lives," said Kieran Clarke, Executive Vice President & General Manager of Meredith Video Studios.

Clarke adds that the audience is particularly excited by the chemistry between co-hosts Rebecca Budig and JD Roberto. "It's always great when you have two-co-hosts who clearly enjoy spending time together with their audience," said Clarke. Budig, formerly of the popular *All My Children* daytime program, joined the show in September.

Clarke said the continued success of *The Better Show* is reflected in the growth of A-list celebrity guests, new weekly cooking segments, including "*Better with Allrecipes*" and the branded entertainment partnerships. "We are leveraging brands across multiple media channels, with *Allrecipes* as the most recent example. We are so confident about *Allrecipes* that we're currently developing a stand-alone *Allrecipes* television show, which we are targeting to launch later this year."

Weekly "*Better with Allrecipes*" segments began airing in October and recently attracted McCormick Spices as a new branded entertainment partner. The "*Better with Allrecipes*" segment features user-generated recipes and cooking instruction from *Allrecipes* food experts.

The Better Show (<http://better.tv>) is a contemporary information-talk show leveraging expertise from Meredith's expansive content portfolio, including *Better Homes and Gardens*, *Parents*, *Family Circle*, *More* and *Fitness* magazines. It offers a great mix of editorial and branded entertainment segments, celebrity interviews and food, beauty, fashion and DIY-related content.

Meredith's Local Media Group owns or operates 13 television stations that reach nearly 10 percent of U.S. television households: WGCL-TV (CBS) and WPCH-TV (TBS), Atlanta; KPHO-TV (CBS), Phoenix; KPTV (FOX) and KPDX-TV (MYN), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC) Nashville, TN; KCTV (CBS) and KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; KVVU-TV (FOX), Las Vegas, NV; WNEM-TV (CBS), Flint-Saginaw, MI; and WSHM, (CBS), Springfield, MA.

Meredith Corporation (NYSE: MDP; www.meredith.com) is one of the nation's leading media and marketing companies serving 100 million American women. Meredith features multiple well-known

national brands – including *Better Homes and Gardens*, *Parents*, Allrecipes.com and *Every Day with Rachael Ray* – and local television brands in fast-growing markets.

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