

# Meredith And FTD Companies, Inc. Renew Brand Licensing Agreement For Better Homes And Gardens Inspired Floral Arrangements

DES MOINES, Iowa, Jan. 29, 2015 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) announced today that it has agreed to a multi-year renewal of its licensing relationship with FTD Companies, Inc., for the *Better Homes and Gardens* brand.

"Our renewal of the agreement recognizes the operational excellence of our partner, FTD," said Elise Contarsy, Vice President of Meredith Brand Licensing. "We have been thrilled with consumers' response to the collection. The program continues to grow, both in sales and breadth of styles available."

The *Better Homes and Gardens* floral program provides more than 70 florist-delivered arrangements, plus plants and fresh cut flowers. Five new arrangements are available for the upcoming Valentine's Day and spring season, which includes Easter, Mother's Day, and graduation gatherings.

Meredith and FTD work together on the design of the collection, with the stylists and editors of *Better Homes and Gardens* providing trend inspiration and consumer insights to the process. The look and feel of the brand come to life through special touches added to every arrangement. Examples include fresh, new color combinations, unexpected flowers or greenery stems, or a unique vase treatment that can span from vintage galvanized tin to reusable glass lanterns.

"FTD is excited to continue our long-standing partnership with *Better Homes and Gardens*. Our partnership pairs two iconic brands to offer consumers a beautiful collection of creative floral bouquets," said Robert Apatoff, President and CEO of FTD Companies, Inc. "Together, we help our customers celebrate special moments in their life while showcasing the *Better Homes and Gardens* aesthetic."

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches an audience of over 230 million monthly, including 100 million unduplicated women and 60 percent of American millennial women. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as *Better Homes and Gardens*, *Parents*, *Allrecipes* and *Martha Stewart Living*. The National Media Group features robust brand licensing activities, including over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leading content-powered consumer engagement agency that provides integrated marketing solutions for many of the world's top brands.

## **ABOUT FTD COMPANIES, INC.**

FTD Companies, Inc. is a premier floral and gifting company. Through our diversified family of brands, we provide floral and gift products to consumers primarily in the United States, Canada, the United Kingdom and the Republic of Ireland. We also provide floral products and services to retail florists and other retail locations throughout these same geographies.

FTD has been delivering flowers since 1910 and the highly-recognized FTD® and Interflora® brands

are supported by the iconic Mercury Man logo which is displayed in nearly 40,000 floral shops in approximately 150 countries.

Our diversified portfolio of brands also includes the following trademarks: ProFlowers®, Shari's Berries®, Personal Creations, Cherry Moon Farms, Flying Flowers, Flowers Direct, Drake Algar, Kalla, Sincerely and Gifts.com.

Logo - <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/meredith-and-ftd-companies-inc-renew-brand-licensing-agreement-for-better-homes-and-gardens-inspired-floral-arrangements-300026986.html>

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