

Meredith Corporation Names Scott Macon President Of Synapse Group

STAMFORD, Conn., Sept. 6, 2018 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com) – the leading media and marketing company reaching 175 million American consumers each month including 80 percent of U.S. millennial women – announced today that it has named Scott Macon President of Synapse Group, Inc., effective September 17. Macon will report to Tom Witschi, President of Meredith Consumer Products. Macon replaces Sebastien Bilodeau, who is leaving Synapse to accept another opportunity.

Macon currently serves and will continue to serve as President of Bizrate Insights, a market research company providing consumer ratings information to over 5,000 retailers and publishers across the United States, United Kingdom, France, Germany, and Canada. Synapse acquired Bizrate Insights in September 2016, and Meredith acquired Synapse as part of its January 2018 acquisition of Time Inc.

Synapse Group is a multichannel marketing company and the leading consumer magazine distributor in the United States with access to over 700 titles from all major publishers. Synapse attracts subscribers by working through a number of non-traditional marketing channels, including credit card issuers, catalog companies, and airline frequent-flyer programs. In addition, Synapse is rapidly diversifying its business model in marketing non-magazine products and services for continuity businesses across the music, sports, content and healthcare sectors.

Prior to Bizrate, Macon joined Shopzilla Europe in 2004 as General Manager, eventually becoming Managing Director and Executive Vice President. He was responsible for launching Shopzilla's international expansion from London into Europe. He became Shopzilla Chief Operating Officer in 2011 and President in 2014. During this period, Macon reinvented the product suite to leverage unique data assets and align strategy with market opportunities.

"Over the last decade, Scott has built and sold two highly successful Internet companies with experience garnered from a background working and living in the United States, Europe and Asia," said Witschi. "He was the first employee on the ground in London for Shopzilla Europe, and ultimately grew that business to one of the five largest ecommerce sites in the European Union. He has continued his track record of success at Bizrate, and we are excited about Scott taking on the responsibilities of the larger Synapse business during this time of transformational innovation and growth."

"The innovative solution suite both Synapse and Bizrate are bringing to their markets are at the leading edge of their respective industries," said Macon. "I am thrilled to have the opportunity to lead these two great companies during this next exciting phase of their growth and continue to provide our clients and partners with best-in-class products and services."

Macon earned an MBA from The Wharton School at the University of Pennsylvania and a BA in Economics from the University of Colorado Boulder.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; meredith.com) has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms - including broadcast television, print, digital, mobile 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 more than 175 million unduplicated American consumers every month, including over 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, parenting and home. Meredith is the No. 1 magazine operator in the U.S., and owner of the largest premium content digital network for American consumers. Meredith's leading national brands include PEOPLE, Better Homes & Gardens, InStyle, Allrecipes, REAL SIMPLE, Southern Living and Martha Stewart Living. Meredith also features robust brand licensing activities including

more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. and at walmart.com. Meredith's National Media Group also includes leading affinity marketer Synapse, and The Foundry, the company's state-of-the-art creative lab and content studio.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 markets — including Atlanta, Phoenix, St. Louis and Portland — and 13 in the Top 50. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations. Meredith also owns MNI Targeted Media, which delivers targeted advertising solutions to more than 1,200 clients on a local, regional or national level.

SOURCE Meredith Corporation

For further information: Art Slusark, Chief Communications Officer, Phone: (515) 284-3404, E-mail: Art.Slusark@meredith.com

<https://news.people.inc/2018-09-06-C-O-R-R-E-C-T-I-O-N-Meredith-Corporation>