

# MEREDITH NAMES JOHN PATERSON DIRECTOR OF MARKETING INNOVATION

NEW YORK, NY (March 30, 2005) - Meredith Corporation (NYSE: MDP) announced that John Paterson has been appointed Director of Marketing Innovation, a Meredith Corporate Sales and Marketing position, effectively immediately.

In this position, Paterson, 40, will be responsible for developing multi-title, cross-platform marketing solutions for Meredith's largest clients.

Most recently, Paterson was a Meredith Integrated Sales Manager for the American Baby Group. Paterson has an extensive background in corporate sales, marketing, and business development, including positions with Time Warner, where he worked on People and People en Español. His broad experience also includes account management roles at Young and Rubicam and DDB Needham and Internet development for Onward Healthcare and 6FigureJobs.com.

"We are extremely excited to have John join the corporate sales team," says Rich Berenson, director of Corporate Sales and Marketing for Meredith. "John is extremely talented and has a wealth of marketing experience building strategic cross platform solutions that will be a great benefit to Meredith and its clients."

Paterson holds a bachelor's degree in political science from Dartmouth College. He resides with his wife and two children in New Canaan, Conn., and will be based in Meredith's New York offices on Park Avenue.

#### About Meredith Corporation

Meredith ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group, the country's foremost home and family authority, features 18 magazine brands including Better Homes and Gardens, Ladies' Home Journal and American Baby and approximately 150 special interest publications. Meredith owns or operates 14 television stations including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 75 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 26 web sites and strategic alliances with leading Internet destinations.

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