

# MEREDITH CORPORATION PROMOTES DAVID BALL TO VICE PRESIDENT OF CONSUMER MARKETING

DES MOINES, IOWA (June 28, 2005) - Meredith Corporation today promoted David Ball to Vice President/Consumer Marketing for the Meredith Publishing Group. Ball fills an open position created by the recent promotion of Karla Jeffries to Vice President/Finance and Consumer Marketing for the Meredith Publishing Group. Ball will report to Jeffries.

Ball brings more than 20 years of direct marketing and circulation experience to the position. In his new role, Ball will be responsible for the establishment of all strategy as well as the management of rate bases for all Meredith titles.

"Meredith's consumer marketing, focused on direct to publisher sources of circulation, is considered a leader in the publishing industry," said Meredith Publishing Group President Jack Griffin. "David brings a wealth of experience and knowledge to this position, and we look forward to his leadership, particularly with the integration of Parents, Child, Fitness and Family Circle to our portfolio, along with the September launch of Siempre Mujer, our new Hispanic women's title."

This is Ball's second stint with Meredith. He rejoined the company last year as a Group Consumer Marketing Director. Before that, Ball was Vice President, Marketing for DTN in Omaha, where he oversaw all lead generation and trade marketing for the news/weather/marketing subscription service. Prior to that, Ball spent three years in New York as Vice President, Consumer Marketing for Primedia, where he was responsible for the circulation of 70 special interest subscription publications. Ball previously worked at Meredith from 1994 to 2000 in the circulation area.

Ball has been active on several industry boards and committees including the Magazine Director's Advisory Committee a subcommittee of the Audit Bureau of Circulation. He holds a B.A. in Urban Studies from Brown University and a Certificate in Magazine Publishing from New York University.

Ball, his wife, Cherry, and two children live in West Des Moines, Iowa.

#### About Meredith Corporation

Meredith Corporation ([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 20 magazine brands, including Better Homes and Gardens, Ladies' Home Journal and American Baby, and approximately 150 special interest publications. Additionally, Meredith has announced a definitive asset purchase agreement to acquire Parents, Child, Fitness and Family Circle magazine from Gruner + Jahr with an anticipated closing date of July 1, 2005. Once completed, Meredith magazines will reach an industry best 135 million American women.

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 80 million names, is one of the largest domestic database among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence, including 26 Web sites, and strategic alliances with leading Internet destinations.