

# MEREDITH CORPORATION ANNOUNCES NEW ADVERTISING DIRECTORS FOR MORE AND CHILD MAGAZINES

Claire Marin and Robyn Borok Promoted

NEW YORK (August 31, 2005) - Meredith Corporation (NYSE: MDP) announced today that it has promoted Claire Marin to Advertising Director, More magazine, and Robyn Borok to Advertising Director, Child magazine.

The promotions were announced by Jack Griffin, president, Meredith Publishing Group, who stated, "These professionals have demonstrated solid leadership and performance in their current positions, and we feel confident they will build upon this success in their new roles."

Marin, 42, who currently serves as More Eastern Advertising Director, joined the 1.1 million-circulation title earlier this year from House Beautiful where she was Luxury Goods Director.

Her publishing background and experience includes senior level positions with titles such as: Smart Money, where she was Global Business Development Director responsible for building and developing the magazine's position as a web based solutions provider to the banking industry in Latin America and Europe; Town & Country, where she was Sales Development Director; and Elle Décor, as Luxury Goods Manager.

She holds an undergraduate degree from Fairfield University in Fairfield, Conn., and currently resides in New York City. She will be based in the More offices at 125 Park Ave.

Borok, 45, joined Meredith in 2003 and currently serves as the Advertising Director for Meredith Integrated Marketing where she oversees custom publishing accounts and programs for clients such as DaimlerChrysler, Carnival, Century 21, and DirectTV, among others.

Prior to Meredith, Borok was Vice President, Publisher, Modern Bride magazine. Her publishing background includes serving as the Advertising Director, American Health for Women; and as an account manager at Woman's Day magazine.

Borok began her professional media career working for top tier agencies including Wells Rich Greene and Foote Cone & Belding serving as an Associate Media Director for major package goods companies such as Procter and Gamble and Colgate-Palmolive.

She is a graduate of Franklin & Marshall College in Lancaster, Penn. She currently lives in New York City, and will be based in the Child offices at 375 Lexington Ave.

## 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 features 24 subscription magazines - including Better Homes and Gardens, Ladies' Home Journal, Parents, Child, Fitness, Family Circle 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 80 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 32 Web sites and strategic alliances with leading Internet destinations.

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