

MEREDITH CORPORATION ANNOUNCES EXCLUSIVE MEDIA PARTNERSHIP WITH NATIONAL KITCHEN AND BATH ASSOCIATION

Kitchen and Bath Ideas Named Official Publication Of Kitchen and Bath Industry's Largest Association

Des Moines, Iowa (September 6, 2005) - Meredith Corporation (NYSE:MDP) today announced an exclusive media partnership with the National Kitchen and Bath Association (NKBA), effective January 2006. Kitchen and Bath Ideas, a Meredith Special Interest Publication, will be the official publication of the NKBA. The partnership will leverage Meredith's expertise in the home and shelter marketplace to create strategic opportunities to raise the visibility and awareness of the kitchen and bath industry in both the consumer and trade communities.

As part of this multi-year agreement, Meredith Corporation will unveil five custom-created Dream Kitchens at the Kitchen/Bath Industry Show, the industry's largest trade show. The Meredith and NKBA Design Idea Center will be a 10,000 square-foot showcase of five dream kitchens inspired by Meredith's strong portfolio of shelter titles, including Kitchen and Bath Ideas, Better Homes and Gardens, Traditional Home, Country Home, and Midwest Living.

"Meredith reaches more homeowners (31,046,000 according to Spring 2004 MRI) than all other shelter competitors combined," said Stephen Levinson, group publisher, Meredith Special Interest Publications. "Our portfolio is the perfect complement to help NKBA's goal of expanding their message beyond just the kitchen and bath industry. This relationship further strengthens Meredith's premier position in the home and shelter category."

The sponsorship includes:

- Meredith contribution to the NKBA K/BIS design competition, including Kitchen and Bath Ideas editor to serve as judge
- Meredith sponsorship of new categories at the NKBA K/BIS design competition
- NKBA access to Meredith's comprehensive research, trend information and surveys
- NKBA designers to serve as editorial advisors to Meredith Special Interest Publications

The Better Homes and Gardens Special Interest Publications are the largest collection of newsstand publications in the world, with approximately 150 issues a year in the areas of building & remodeling, decorating, crafting, gardening, and food & health.

About Meredith Corporation

Meredith (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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