

OHRN NEW EDITOR IN CHIEF OF MEREDITH'S CREATIVE COLLECTION

DES MOINES, IA (September 15, 2005) - Deb Gore Ohrn has been named editor in chief of Meredith Corporation's (NYSE: MDP) Creative Collection, the crafting division of Better Homes and Gardens Special Interest Publications, effective Oct. 1, 2005.

In her new role, Ohrn will oversee editorial content for the Creative Collection, which produces more than 40 issues annually of more than a dozen separate titles, including American Patchwork and Quilting and Scrapbooks, Etc.

"Deb is an exceptional editor with the ideal blend of marketing expertise and creative passion," said Gayle Butler, editorial director of Better Homes and Gardens Special Interest Publications. "She is a proven leader and will be an excellent addition to the Creative Collection."

Better Homes and Gardens Special Interest Publications, one of the company's largest profit centers, serves readers who demonstrate a niche interest in improving their homes and family life. Sold primarily at newsstand, the magazines provide readers with detailed information, instructions and ideas through more than 190 issues in five categories - home building, remodeling, decorating, gardening, cooking, and crafting.

Ohrn joined Meredith in 1994 as an editor in Meredith Custom Publishing. Most recently Ohrn served as executive editor for Meredith Integrated Marketing with responsibility for several multi-million dollar custom publishing programs.

Ohrn earned a Bachelor of Science degree from Syracuse University, and a Master of Arts degree from the University of Iowa. Ohrn and her husband reside in Des Moines. Her hobbies include cooking, knitting, quilting, home renovation and folk art.

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 25 subscription magazines - including Better Homes and Gardens, Family Circle, Ladies' Home Journal, Parents, Child, Fitness, and American Baby - and approximately 190 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 85 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. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States.

###

Contact: Art Slusark; 515/284-3404
art.slusark@meredith.com

>