

# MEREDITH BOOKS ESTABLISHES EXPANDED NEW YORK OPERATION

Publishing Executive Linda Raglan Cunningham to Spearhead Effort; Move Reflects Growth and Diversity in Company's Book Portfolio

NEW YORK (October 3, 2005) - Meredith Books, a division of the Meredith Corporation (NYSE:MDP), announced today that it is relocating well-respected book publishing executive Linda Raglan Cunningham from its headquarters operation in Des Moines, Iowa to the company's New York offices.

Raglan Cunningham, Editorial Director, Trade Publishing of Meredith Books, will spearhead a New York office for Meredith's book division with the primary goal of acquiring authored titles that can uniquely benefit from Meredith's cross-platform promotion capabilities through their wholly-owned magazines and television stations.

"With the growth that Meredith Books has already experienced, as well as how we see ourselves positioned in the future, it is clear we need to be present in New York where so many major book publishing and author decisions are made," says Doug Guendel, Vice President, General Manager, Meredith Books. "We're thrilled to have someone with Linda's talent in New York where she can share with authors and agents Meredith's unique capability to reach millions of readers."

Meredith Books is known for its well regarded Better Homes & Gardens titles as well as other brands including Home Depot 1,2,3, Scotts, Miracle-Gro and Stanley brands. Through an aggressive acquisition initiative, Meredith has expanded their list to include books outside their traditional categories of fully-illustrated decorating, cooking, gardening, do-it-yourself and craft titles.

Recently published books include television tie-ins with the Discovery Channel, TLC, HGTV and The Food Network, as well as with children's movie tie-ins such as Spiderman, Batman, Madagascar and branded licensed characters, including Strawberry Shortcake and Carebears. In addition, the Meredith list has now expanded to include diet, health, fitness, general self-help and inspiration.

Among other authored titles coming this fall, Meredith is publishing the Today's Kitchen Cookbook, which features the best recipes from the chefs, restaurateurs and cookbook authors featured on the Today Show; three titles by Food Network personality Sandra Lee (Semi-Homemade Cooking, Semi-Homemade Cooking 2 and Semi-Homemade Desserts); and The Wine Club by Maureen Christian Petrosky.

In spring 2006, Meredith is publishing The Sonoma Diet by Dr. Connie Guttersen; Moving On by Sarah Ban Breathnach; Healthy Selfishness by Drs. Rachael and Richard Heller; Woman First, Family Always by Kathryn Sansone and Metabolism Makeover by Robert Reames.

All of these titles will be marketed to consumers through consolidated cross-promotion campaigns in Meredith-owned magazines and television stations, as well as through normal book channel promotion and distribution.

Raglan Cunningham has been at Meredith Books since 2002. Prior to Meredith, she held senior level positions at Bantam Books, Avon Books, Prentice Hall, Simon & Schuster and HarperCollins. She has acquired sixteen New York Times Bestsellers and acquired, edited and/or published books in both fiction and non-fiction categories, including audio.

She can be reached at Meredith's New York offices at 375 Lexington Ave., New York, NY 10017; 212-499-2213; linda.cunningham@meredith.com.

## 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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