

# **MEREDITH CORPORATION NAMES MIKE LAFAVORE EDITORIAL DIRECTOR FOR MEREDITH MAGAZINES**

NEW YORK October 26, 2005 - Meredith Corporation (NYSE:MDP) announced today that it was naming Mike Lafavore, Editorial Director for Meredith Magazines, a new position.

In this newly created role, Lafavore, the founding editor-in-chief of Men's Health magazine and the individual credited with its meteoric rise to an international brand, will be responsible for working with Meredith's editorial leadership on strategies for newsstand covers and, will also oversee new product development.

In addition, Lafavore will manage the editorial strategy and development for Fitness magazine. Emily Listfield, editor-in-chief of Fitness, will report to Lafavore.

"Mike brings an enormous wealth of knowledge, talent and experience to Meredith and through his consulting work with us the past few years, has gained a clear understanding of the culture and unique opportunities that exist at Meredith," says Jack Griffin, President, Meredith Publishing Group. "In this new role, he will work directly with our editors-in-chief and their creative teams to ensure that we are maximizing our performance at newsstand."

Lafavore is an experienced and senior creative executive with established magazine brands, new titles and new categories. During his years at Rodale, he was widely credited with the creation of a new genre of health and fitness magazines. Additionally, in his new capacity, Lafavore will spearhead initiatives to leverage the resources and capabilities of Meredith's Digital Asset Library.

Prior to establishing his own consulting practice last year, Lafavore was the editor in chief of TV Guide. Most recently, he has been working with The National Geographic Publishing Group.

Lafavore will begin his new assignments in November, and will be based in Meredith's New York offices at 375 Lexington Avenue.

#### 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 25 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. The Family Circle Cup, America's premier women's professional tennis tournament - owned and operated by Meredith, is held every April in Charleston, South Carolina and has for over three decades continued to showcase the best in women's tennis.