

"AMERICAN BABY CASTING CALL" TV PROGRAM, ROLLS OUT NATIONWIDE , STARTING FEBRUARY 2006

NEW YORK (February 3, 2006) - The "American Baby Casting Call," a custom, half-hour television program that is a behind-the-scenes look at the magazine's yearly search for the cutest babies in America, will air on 200 stations nationwide starting February 3rd, announced American Baby Publisher Norma Blatto. The magazine received nearly 20,000 entries for the contest.

The television program will air in major markets around the country, including New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Dallas, Washington DC, and Atlanta. It was produced by Michael Young Media and is distributed by Meredith Productions.

The program chronicles how the winners were chosen, and their grand prize trip to New York City for the magazine's photo shoot.

"'American Baby's Casting Call' is based on a simple consumer insight: Just about all parents believe their baby has what it takes to be a model in American Baby magazine," says Norma Blatto, publisher.

"The Casting Call is a way for our sponsor partners to tap into this highly charged moment-when moms and dads from across the country actually get the opportunity for their little ones to try out for the pages of American Baby. It's a great brand builder for us and a great experiential marketing program for our partners," Blatto continues.

The American Baby Casting Call was sponsored by MAZDA, Babies 'R' Us, Nationwide and Sony.

The five winners of the American Baby contest will be featured in the February 2006 issue of the magazine, in the fashion spread, "Model Kids." They are Alex Liu, 8 ½ months, Atlanta, Georgia; Jacqueline Seijas, 22 months, Whitehall, Pennsylvania; Conner Sleep, 18 months, Fenton, Michigan; Katelyn Cody, 13 months, Grandview, Texas; and Jonas Orange, 22 months, Nazareth, Pennsylvania.

Footage was shot at Casting Call events that took place from August to November at Babies "R" Us locations nationwide and at the winners' photo shoot in New York City.

Each winner was featured on their own page in the magazine, highlighting the latest baby and toddler fashions from Babies "R" Us.

The American Baby Group, owned by Meredith Corporation, is the premier multimedia provider of information to expectant parents and young families. Led by the flagship American Baby magazine, the company's enterprises include 6 English- and Spanish-language magazines, americanbaby.com and healthykids.com, American Baby Faire expositions, sampling and coupon programs, custom publishing and market research.

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 150 special interest publications. Meredith owns 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 more than 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 reaching women at every life stage. 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.

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